



CALUADA5



ABSTRACT  
BOOK

## **ABSTRACT BOOK**

### **Editorial Team:**

Alexandra Fodor, Tamás Eitler, Judit Pethő-Szirmai, Kata Vadai, Beatrix Molnár

Eötvös Loránd University, Budapest  
2014

## **CONTENT**

PART 1        PLENARY TALKS

PART 2        PAPERS IN THE GENERAL SESSION

PART 3        PANEL PAPERS

## PLENARY TALKS



## **Post-humanitarianism: The discursive politics of contemporary solidarity**

Lilie **Chouliaraki** (London School of Economics)

In this lecture, I discuss historical change in the discourses of solidarity, within the fields of human rights and humanitarian communication. To this end, I present a typology of discourses of solidarity, dominant in the past 50 years, and focus, in particular, on a new discourse, what I call a 'post-humanitarian' discourse, which tends to focus on 'us' rather than distant sufferers as the moral source for action on their suffering. Drawing on specific examples of this emerging discourse, I explore its key features and reflect on its moral and political implications.

## Critical linguistic analysis of intercultural communication: Metaphors as “false friends”?

Andreas Musolff (University of East Anglia)

Over the last two decades, questions of languages’ cultural specificity, diversity, and of linguistic universalism v relativism have increasingly been applied to the study of metaphor in analyses that take data from a wide range of languages into account. After reviewing existing research on cross-cultural metaphor variation, this paper focuses on apparent “false-friend” metaphors, i.e. seemingly identical mappings that may still lead to misunderstandings in intercultural communication. Examples of this phenomenon are drawn from metaphor variation research, cross-linguistic metaphor interpretation tasks, endangered languages studies and *English-as-lingua franca* research. It is suggested that Critical Discourse Analysis, and in particular Discourse-Historical Analysis, can help to situate the respective research questions within a methodological frame that can do justice to language users’/learners’ needs and achievements and at the same time lead to scientific linguistic (semantic, pragmatic, language-historical) insights.

### References

- Idström, A., & Piirainen, E. (Eds.), in cooperation with T.F.M. Falzett. 2012. *Endangered Metaphors*. Amsterdam: Benjamins.
- Kövecses, Z. 2005. *Metaphor in Culture: Universality and Variation*. Cambridge: Cambridge University Press.
- Kövecses, Z. 2006. *Language, Mind and Culture. A Practical Introduction*. Oxford: Oxford University Press.
- Littlemore, J., Chen P., Koester, A., & Barnden, J. 2011. “Difficulties in metaphor comprehension faced by international students whose first language is not English”. *Applied Linguistics*, 32(4), 408-429.
- Musolff, A. 2012. “Cultural differences in the understanding of the metaphor of the ‘Body Politic’”. In: S. Kleinke, Z. Kövecses, A. Musolff, & V. Szelid (Eds.), *Cognition and Culture. The Role of Metaphor and Metonymy*. Budapest: Eötvös University Press, 145-153.
- Musolff, A., MacArthur F., & Pagani, G. 2014. *Metaphor in Intercultural Communication*. Bloomsbury.
- Scollon, R., Wong Scollon, S., & Jones, R. H. 2012. *Intercultural Communication: A Discourse Approach*. Oxford: Blackwell.
- Sharifian, F., & Jamarani, M. (Eds.) 2013. *Language and Intercultural Communication in the New Era*. London/New York: Routledge.
- Wodak, R. 2009. “The discourse-historical approach”. In: R. Wodak & M. Meyer (eds.), *Methods of Critical Discourse Analysis. Introducing Qualitative Methods*. London: Sage, 63-94.

**Word-things and space-sounds: The synaesthetic rhetorics of luxury**  
Crispin Thurlow (University of Bern)

*The British Airways Executive Club has today launched a brand new Bronze card for its frequent fliers. ... “The launch of the bronze card is a signal of the investment we’re making in our loyal customers, who deserve proper recognition and reward.”*

My presentation opens with a semiotic item typifying the complex symbolic and material economies of super-elite travel: the notion of ‘bronze’ (as it is invoked in the quote above). This kind of word-thing demonstrates perfectly how material properties are repeatedly *semiotized* to create the structures of feeling upon which ‘high-end’ travel hinges for its mythology and profitability. By the same token, we find language being routinely *materialized* through the strategic deployment and emplacement of, for example, labels like ‘elite’ or ‘luxury’ for demarcating/claiming status even where – ostensibly and substantially – none exists. Against this backdrop, I present a series of sites (e.g. frequent-flier programs and luxury hotels) and data-types (e.g. marketing discourse and ethnographic fieldwork) which show how the semiotic landscapes of super-elite travel are commonly organized through similar alchemic mixings of linguistic, visual, spatial and material resources. Artfully switching backwards and forwards between modalities, elitist discourses coax and seduce us all, regardless of our wealth or power.

## **Multimodal Legitimation**

Theo **van Leeuwen** (University of Southern Denmark)

In Van Leeuwen and Wodak (1999) and Van Leeuwen (2007; 2008), I developed a systemic-functional analysis of legitimation in discourse, distinguishing four broad types of legitimation, authority legitimation, rationalization, moralization, and mythopoesis. My approach was primarily based on a study of linguistic texts, though I indicated the potential of visual communication to realize legitimation.

In this talk, I will explore what kinds of legitimation can be realized visually and musically, and how, and to what effect, visual and/or musical legitimations can be combined and integrated in multimodal texts.

Examples will deal with the legitimation of corporate strategies, as realized in annual reports and on websites, and the legitimation of war, as realized in audiovisual texts, including television news and current affairs, movies and computer war games.

## **References**

- Van Leeuwen, T. & Wodak, R. 1999. "Legitimizing immigration control: A discourse-historical analysis". *Discourse Studies*, 1(1), 83-119.
- Van Leeuwen, T. 2007. "Legitimation in Discourse and Communication". *Discourse and Communication*, 1(1), 113-139.
- Van Leeuwen, T. 2008. *Discourse and Practice - New Tools for Critical Discourse Analysis*. New York: Oxford University Press.

## **The ‘Language of Walls’ – Resemiotizing Identity and Border Politics**

Ruth **Wodak** (Lancaster University)

Inclusion and exclusion of migrants are renegotiated in the European Union on almost a daily basis: ever new policies defining and restricting immigration are proposed by EU-ropean member states. A return to more local policies and ideologies can be observed, on many levels: traditions, rules, languages, visions, and imaginaries are affected. Walls have – again – become symbols of belonging inside – or of being excluded and having to stay outside! Should we thus agree with Robert Frost’s famous phrase "Good fences make good neighbors"? (see R. Frost, “Mending Fences“).

The political debates across Europe, about citizenship, language tests related to citizenship and immigration, and the construction of the im/migrant as ‘the post-modern stranger’, coincide with the global financial crisis and the crisis of the welfare state as well as with (sometimes) anachronistic national identity politics. We are thus dealing with global and glocal developments (Wodak 2010, 2011, 2014). Post-nationalism (Heller 2011) and cosmopolitanism (Bauman 1999) seem to have become utopian concepts.

In my lecture, I will analyse these developments in respect to immigration policies across Europe from a discourse-historical perspective, especially in respect to the recent election to the European Parliament in May 2014: I focus on the discursive construction of national and transnational identities and related ‘border politics’: Which walls are constructed, by whom? And who are the neighbors, who the strangers? The data - analysed both qualitatively and quantitatively - consist of a range of genres (citizenship tests and language tests, party programmes, TV documentaries, and election campaign materials).

### **References**

- Bauman, Z. 1999. *In Search of Politics*. London: Polity.
- Delanty, G., Wodak, R., & Jones, P. (Eds.). 2011. *Identity, Belonging and Migration*. Liverpool: LUP.
- Heller, M. 2011. *Pathways to Postnationalism*. Oxford: OUP.
- Wodak, R. 2014, (forthcoming). *The Politics of Fear*. London: Sage.
- Wodak, R. 2011. *The Discourse of Politics in Action: Politics as Usual* (2nd revised ed.) Basingstoke: Palgrave.
- Wodak, R. 2010. “The glocalisation of politics in television: Fiction or reality?” *European Journal of Cultural Studies*, 13(1), 43-62.

## **PAPERS IN THE GENERAL SESSION**

## **Discourses of Education and Language Maintenance among Speakers of an Endangered, Diaspora Language**

Anke **al-Bataineh** (Institut National des Langues et Civilisations Orientales & Laboratory Structure et Dynamique de Langues, Paris)

throughthemediumof@gmail.com

Western Armenian is a rare example of a language that has maintained itself through community institutions in a worldwide diaspora despite having no official status. Nonetheless, it has recently been declared “definitely endangered” (Moseley, 2010). There are, however, competing narratives supporting or contesting this view, and objective information is lacking.

In the discourse of community members of different ages and sociolinguistic profiles, the centrality of Armenian-language schooling is consistently in the foreground. There is widespread concern about falling enrolment in Armenian schools, and about achievement outcomes within the schools. Discourses about the essentialism of language to identity often co-exist with discourses about the inutility of Armenian-language schools. Furthermore, community members who are deeply invested in the maintenance of Armenian schools give accounts of parental choice that differ from the accounts of parents who have not chosen to enrol their children in those schools.

Discourse and perception have been shown to play important roles in decisions to transmit or shift away from an endangered language (Duchêne & Heller, 2007). Ethnolinguistic Vitality Theorists (Allard & Landry, 1986, 1992) have demonstrated that subjective beliefs about a language’s future and its importance to identity influence sociolinguistic choices, while others (Bowe, Ball & Gewirtz, 1994; Bowe, Gewirtz & Ball, 1994; Ball, Bowe, Gewirtz, 1995) have shown that school choice is situated in the complexities of social class. Somewhere between these views is the framework of Karan (2011) which balances economic and individualist considerations with ethnolinguistic pride and solidarity to forecast language shift or maintenance. This framework will be applied for a critical analysis of discourses on all sides of the Armenian school and language maintenance issue.

This paper will explore the competing discourses of language use and school choice within a community that is remarkable for its solidarity and fidelity in ethnolinguistic transmission. Indications of obstacles to school sustainability will be highlighted, while a critical analysis will also be applied to the vitality/endangerment implications of parent choices. Implications for other minority language communities will also be discussed.

## **References**

- Allard, R. & Landry, R. 1986. “Subjective ethnolinguistic vitality viewed as a belief system”. *Journal of Multilingual & Multicultural Development*, 7(1), 1-12.
- Allard, R. & Landry, R. 1992. “Ethnolinguistic vitality beliefs and language maintenance and loss”. *Maintenance and Loss of Minority Languages*, 1, 171-195.
- Ball, S. J., Bowe, R. & Gewirtz, S. 1995. “Circuits of schooling: a sociological exploration of parental choice of school in social class contexts”. *The Sociological Review*, 43(1), 52-78.
- Bowe, R., Ball, S. & Gewirtz, S. 1994. “‘Parental choice’, consumption and social theory: The operation of micro-markets in education”. *British Journal of Educational Studies*, 42(1), 38-52.
- Bowe, R., Gewirtz, S. & Ball, S. J. 1994. “Captured by the Discourse? Issues and concerns in researching ‘parental choice’”. *British Journal of Sociology of Education*, 15(1), 63-78.
- Duchêne, A. & Heller, M. 2007. “Discourses of endangerment”. *Interest and Ideology in the Defense of Languages*. London, New York: Continuum.
- Karan, M. E. 2011. “Understanding and forecasting ethnolinguistic vitality”. *Journal of Multilingual and Multicultural Development*, 32(2), 137-149.
- Moseley, C. (ed.). 2010. *Atlas of the World’s Languages in Danger* (3rd ed.). Paris: UNESCO Publishing. Online version: <<http://www.unesco.org/culture/en/endangeredlanguages/atlas>> [Accessed 22 December 2013].

## **Standardizing the language of corporate internal investigative reports: A case study in appropriated professional language practices**

Glen Michael Alessi (Università di Modena e Reggio Emilia)

glennalessi@mac.com

Large international corporations regularly conduct internal investigations regarding employee behavior. These investigations may pertain to misconduct, accidents, theft, complaints or issues of compliance. Employees are first subject to interviews by company investigators, who subsequently report these cases in written form for internal use. These reports, however, may be required for external use later; for example, in the case litigation between an employee and the company. These reports are written by internal investigators who come from various cultural, educational and language backgrounds. They work at branch offices worldwide, often producing reports which often do not comply with the company's style-guide for report writing. Writing style and competency in English differs substantially between the reporting officers, requiring heavy editing in order to meet prescribed guidelines.

A major international conglomerate which conducts investigations on its own staff worldwide has requested linguistic expertise or mediation in examining how individual reporting could be best standardized in order to avoid detailed editing and re-writing. The request is to establish more uniform lexical and grammatical choices amongst authors. The company hopes that the standardized reports create higher degrees of shared certainty and more objective evaluation of the circumstances between the company, the author and legal contexts, regardless of the specific case or author. The company's ultimate aim is to produce standardized documentation which employs terms, which foreseeably could be defended in court, if needed.

This presentation regards an in-progress case study which considers the analysis of six anonymized internal investigative reports by a major EU based multinational company. The company had requested suggestions of how it might credibly adapt the language in their reports to a legal context and how a standardized version of choices might be prescribed to agent-writers. Corpus-assisted and genre-based approaches will provide input into describing current report macrostructure, lexico-grammatical choices, and what suggestions can be made to standardize and render reports written by international agents more legally resistant.



## **Using Ethnography to Explore the Social Meaning and Construction of Business Meetings**

Fatma M. AlHaidari (Public Authority for Applied Education and Training)

haidari.fatma@gmail.com

This sociolinguistic study is based on ethnographic business meetings data from eight months of field work in 2010, 2011, and 2012. In this research study, I examine the organizational discourse of business meetings in two different cultural contexts: a Kuwaiti financial organization located in Kuwait City, and an American trade organization located in Phoenix, Arizona. I specifically looked at the performance of agency, power, discourse, and social identities of managers and staff members. I propose three research questions: 1). How does agency of staff members reflect membership in the corporate culture of an organization as a whole? 2). How is power used in relation to agency in business meetings, and 3). How are discourse and social identities of staff members enacted in business meetings? By using the ethnographic methodologies of ethnography of speaking and ethnography of communication (Hymes, 1962, 1972, 1974; Saville-Troike, 1997), participant observation, audio recording and focus group, I found ethnography to be a coherent analysis tool for exploring the social meaning and construction of business meetings. More importantly, the use of ethnographic approach and methodologies provided an in-depth account of how business personnel construct business meetings and perform their language behaviors of agency, power, discourse, and social identities. The results of this study will add to the limited financial discourse literature conducted in the Middle East region, in particular the Arabian Gulf area. The study will also help managers and staff members in financial companies understand the beneficial role of ethnographic research within business discourse and communication.

## **The discourse on public finance in the UK – stimulus versus austerity**

Tanweer Ali (Empire State College, State University of New York)

tanweer.ali@esc.edu

This paper will examine the discourse on the public finances in the United Kingdom since the onset of the financial crisis in 2008. The dominant public debate has been between the adherents of austerity and stimulus, and indicators of public opinion demonstrate that the former have provided the most coherent and convincing argument. This paper will assume a Keynesian economic standpoint, arguing that the case for stimulus is the most consistent with economic logic and the publicly stated aims of the majority of political players in the UK. We will analyse the speeches and media statements of politicians across the political spectrum in the UK, using the tools of Critical Discourse Analysis. Our aim will be to examine the use of language in framing the public discourse on the public finances. Whilst we will closely study the use of metaphor, and in particular the depiction of the state as a household, in our analysis, this will not be our only focus of interest. One important goal of the paper is to outline the obstacles to exposing the basis fallacy of composition at the heart of the case for austerity. We will also consider how the use of specialist terminology disguises biases of gender and class as well as the use of stereotyping on both sides of the debate. We will look for commonalities amongst the main participants in the debate, with a view to determining whether or not there is a dominant, or mainstream, viewpoint. Part of this analysis will consider how attitudes towards debt in the context of private morality are used in the context of the public sphere. The United Kingdom is a particularly appropriate focus for this study: whilst the discourse on macroeconomics mirrors that in other European countries, with its own currency and central bank the UK has a far greater degree of independence in setting policy goals.

## **Media (un)bias in covering the Egyptian Revolution in British and Egyptian newspapers: A comparative study in the Context of Discourse-Historical Approach**

Hamada Atta Mohammed **Al Tarawy** (Tanta University)

hamada\_ata49@yahoo.com

The question of media bias in the coverage of certain events, especially newspapers, has been widely debated in the field of critical discourse analysis (Van Dijk (1984, 1987, 1991, 1993, 1997, 2005, 2007), Richardson (2004), van Leeuwen (1993b, 1995, 1999), Fairclough (1985, 1989, 1992, 1995, 2000a, 2000b, 2003a, 2006a, 2007 ), Wodak (1989, 1996a, 1996b, 2000a, 2000, 2001, 2008, 2009, 2011) and Reisgil (2000, 2001). This study attempts to explore the (un)bias of British and Egyptian newspapers, particularly *The Guardian* and *Al Ahram*, in covering the events of the Egyptian Revolution of 25 January 2011. In this study, I will examine all the articles related to the events in the Egyptian arena in the period from 25 January up to 12 February 2011 in order to investigate the language used by the selected British and Egyptian newspapers in representing President Mubarak and his government, on the one hand, and the protesters, on the other. I will attempt to answer the following research questions:

In what ways does *The Guardian* represent the protesters and President Mubarak?

In what ways does *Al-Ahram* represent the protesters and President Mubarak?

To what extent are these newspapers consistent in dealing with the Egyptian political crisis?

Are the selected newspapers (un)biased in representing the protesters and President Mubarak?

In order to address these research questions, I will use one of the prominent approaches in CDA, namely, the Discourse-Historical Approach (DHA) (Wodak and Reisgil). By closely examining these newspapers, this study sheds light on the issue of media bias in general. In addition, it investigates to what extent Egyptian newspapers, taking the national newspaper *Al-Ahram* as an example, have been under the censorship of the government in an autocratic regime.

## **Is giving really better than taking? A critical discursive view on news on charitable activities for disabled persons in a Malaysian newspaper**

Pei Soo Ang (Macquarie University, Sydney; University of Malaya, Kuala Lumpur)

pei-soo.ang@students.mq.edu.au

Shakespeare (1997: 221) uses the term ‘objectification’ to refer to the disabled being represented as objects of pity and the recipients of charitable acts. In such an image, many business establishments have taken on the role of benefactors to the disabled particularly in the cause of fulfilling corporate social responsibilities (CSR). Drawing on Fairclough’s dialectical-relational framework (Fairclough, 2009 & 2010) and Candlin & Crichton’s multi-perspectival methodology (Candlin & Crichton, 2011), this paper reports a critical inquiry into reports on charitable activities for disabled persons in a Malaysian newspaper. The first data set was sourced from over 1100 news reports on disability issues from a mainstream English newspaper (July 2008 - Dec 2012). Software such as AntConc4 and Nvivo10 were utilised to aid lexical, thematic and multimodal analyses of texts.

Corroborative perspectives from interviews with disabled persons, professional and non-professional carers, as well as editors of the news source, were also adduced. Findings reveal that the interdiscursive nature of a charity discourse within an overall news discourse ‘objectifies’ the disabled in the service of enhancing the socially responsible reputation of business entities, and, in addition, of promoting their brands. Paternalistic economic voices of business dominated the texts while voices of the disabled were not adequately represented. Such a discourse reflects a form of social investment by business which ‘aggravates the difficulty’ (Wilde, 1981); it neither empowers nor liberates the disabled but continues to reinforce and interpellate subject positions.

### **References**

- Candlin, C. N., & Crichton, J. 2011. *Discourses of Deficit*. London: Palgrave.
- Fairclough, N. 2009. “A dialectical-relational approach to critical discourse analysis in social research”. In: R. Wodak & M. Meyers (eds.), *Methods of Critical Discourse Analysis* (2nd ed.). London: Sage, 162-200.
- Fairclough, N. 2010. *Critical discourse analysis: The Critical Study of Language* (2nd ed.). Essex: Longman.
- Shakespeare, T. & Watson. 1997. “Defending the social model”. In: L. Barton & M. Oliver (eds.), *Disability Studies: Past, Present and Future*. Leeds: The Disability Press, 263-273.
- Wilde, O. 1891. “The Soul of Man under Socialism” (Essay).

## **Regulatory policies and minimum quality standards in Bologna Process internationalization and integration programs: Europe unified through competition**

Alessandro **Arienzo** (Univ. "Federico II" Naples) and Iacopo **Grassi** (Univ. "Federico II" Naples)  
alessandro.arienzo@unina.it; iagrassi@unina.it

The present paper focuses on institutional discourses and policies on internationalization and integration of European university system within the regulatory framework set by the Bologna Process. The Bologna Process started a process of harmonisation of the European higher education system, which has developed in a number of different directions, from promoting the European dimension of education programs. So far, European governance has been mainly driven by a top-down approach to regulation based on establishing framework policies and reference standards on the European level to be implemented through national policies. The imposition of a general regulatory framework, e.g. the Bologna Process, based on standards and guidelines, is a central feature of European HER governance.

At least since the seminal paper by Spence (1975), regulating quality has been a central topic in political and economic theory. The typical regulative State intervention in markets where there are quality issues is to fix a minimum quality standard (MQS), which may force firms to increase provided quality. Markets with MQS are mainly concerned with food, toys, vehicles, and clothes. In these markets goods are usually produced by private firms. Moreover, the education sector as well is a typical case study that is widely regulated by MQS. Note that in this market another State intervention is possible: the direct production of goods by governments, i.e. the competition between a public and a private firm in a mixed oligopoly framework.

The paper aims at analysing both theoretically and empirically the effect of European policies and discourses on High Education and Research using as a framework MQS analysis. European HER governance will be discussed as being drafted through a competitive-oriented discourse on knowledge production and transmission, tending to establish a unified scientific area according to market regulation policies and neoliberal principles.

## **References**

- Altbach, P. & Teichler, U. 2001. "Internationalisation and Exchanges in a Globalized University". *Journal of Studies in International Education*, 5(1), 5-25.
- Ferlie, E., Musselin, C. & Andresani, G. 2008. "The Governance of Higher Education Systems: A Public Management Perspective". In: C. Paradeise, E. Reale, I. Bleiklie & E. Ferlie (eds.), *University Governance: Western European Comparative Perspectives*. Springer.
- Regini, M. 2011. *European Universities and the Challenge of the Market: A Comparative Analysis*. Edward Elgar.
- Spence, M. 1975. "Monopoly, quality, and regulation". *Bell Journal of Economics*, 6(2), 417-429.

## **American Presidential Discourse and the Construction of the Unilateral Presidency**

Frank **Austermuehl** (University of Auckland)

f.austermuehl@auckland.ac.nz

This paper looks at how the public institutional discourse of American presidents—especially since the advent of the Rhetorical Presidency under Theodore Roosevelt and Woodrow Wilson—has succeeded in creating an image of the American government that strongly favors unilateral presidential action. The discursive strategies pursued by presidents to upset the constitutional balance of powers envisioned by the nation's founders are most clearly visible in the images of political actors created in presidential speeches, in particular those of the Chief Executive and of Congress.

As I will show, presidential discourse, above all during the 20<sup>th</sup> and 21<sup>st</sup> centuries, has been decisive in the realignment of the institutional foundations of the American political system. While by no means guaranteeing presidential success in dealing with Congress, the self- and hetero-images created through the public discourse of the presidency brought about a sustainable change in the interpretation of the presidential office, both by the office holders and by the American public. The image of the "mute tribune" that dominated both the self- and public perceptions of the vast majority of 19<sup>th</sup> century presidents has long given way to a discursively constructed portrait of public presidential leadership. Today, the office of the American president is an office based on its ability and willingness to "go public," and presidential leadership depends to a large amount on the ability of the executive to define the role of the president, but also the role and identity of the American body politic.

As the paper will show, the discursively constructed unilateral presidency depends to a great degree on three interrelated types of imagery: 1) presidential self or auto-images; 2) presidential images of Congress; and 3) public images of the presidency. Using computer-based corpus and concordance analysis, we will describe the nature of these images and discuss their wide-ranging political and cultural impact.

## **Discursive Construction, Re-construction and Maintenance of Collective Identities in the European Parliament**

Nazli **Avdan** (Linköpings Universitet)

nazli.avdan@liu.se

In this study, I examine how meanings of diverse identities are constructed through the utterances made in the European Parliament. The study is guided by four main questions:

- How is the European homogenous-self constructed and maintained through the discourses of MEPs?
- How is group variability maintained through the discourses of MEPs? In that, I will examine the discursive construction of “we – national self” and “you – fellow Europeans”.
- How are stereotypes developed and maintained through the discourses of MEPs?
- How are outgroups constructed in terms of the definition of the group borders?

The Union has been going through hard times since the financial crises broke out in the first half of 2008. The financial crisis has been triggering fierce discussions and political conflicts between member countries MEPs whenever national interests collide. On the one hand, devoted efforts have been made in order to accelerate the narratives of European integration. On the other hand, individual experiences of member countries trigger questions challenging those narratives. Hence, meanings attributed to the collective identities have been challenged.

The theoretical framework of this study is mainly drawn by theories on intergroup behaviour and stereotyping, on the one hand. On the other hand, the processes of discursive construction of identities will be examined drawing on Berger and Luckmann's (1967) notion of “identity as a social construct”. I approach collective identities as dynamic products of a process of negotiations between diverse social actors. In that, identities are constructed, re-constructed or maintained depending on the socio-political attitudes of the social actors that are involved in the negotiations.

Language as an essential tool in constructing “realities” is the medium through which constructed realities are maintained, reshaped and conveyed. In this respect, CDA draws the methodological framework of my study. The corpus of the study is composed of selected speeches given in the European Parliament by MEPs between 2008 and 2012.

## **References**

Berger, P. L. & Luckmann, T. 1967. *The Social Construction of Reality: A Treatise in the Sociology of Knowledge*. New York: Anchor Books.

### **Political Discourse(s) by Caribbean women: a multimodal approach to prosody and deixis**

Giuseppe **Balirano** (University of Naples “L’Orientale”) and Eleonora **Esposito**, (University of Naples “Federico II”)

gbalirano@unior.it; eleonora.esposito@unina.it

Caribbean women have always played a crucial role in the history, politics, and economy of the Archipelago, being part of every socio-political experiment, including slavery, colonialism, and independence. Although gender equality and women’s empowerment still remain unresolved issues in the region, women’s representation in politics seems to be increasingly growing. In the last decades, Antigua and Barbuda, Grenada and St. Lucia nominated their first female Governors General, while Trinidad and Tobago, Jamaica and St. Vincent and the Grenadines elected their first female Prime Ministers. This study aims at investigating multimodal instantiations of power collected from recent political campaigns, with the purpose of bringing to the fore the linguistic and semiotic markers of persuasion enacted in the pioneering political female discourse(s) in the Caribbean. We will in fact be mainly focusing on the deictic tools and semiotic prosody employed by emerging female voices in politics. To this end, a small corpus of semiotic texts comprising videos of campaign speeches, manifestos and candidate portraits has been collected for analysis. The methodological approach adopted in this study is, therefore, necessarily based on the latest research in the field of multimodality, and its ‘systemic’ aims. However, we will also attempt at a multimodal analysis in a wider sense by focusing on a critical inclination towards mediated representations of discourses. As such, our procedural orientation necessarily encompasses Critical Discourse Analysis (CDA) and its reading of power in media contexts. Our multifaceted approach seems to better combine the same or similar analytic tools that can be found in SFL-oriented research, but with the aim of exploiting them as a means for investigating the ‘truth effects’ (Chouliaraki 2006) of the visual representation of power. In particular, we will investigate the way space and time deixis, from a multimodal viewpoint, can be employed in the construction of a persuasive semiotic prosody in political discourse.

### **References**

- Chouliaraki, L. & Fairclough, N. 1999. *Discourse in Late Modernity: Rethinking Critical Discourse Analysis*. Edinburgh University Press.
- Chouliaraki, L. 2006. *The Spectatorship of Suffering*. London: Sage.
- Kress, G. R. & Van Leeuwen, T. 1996. *Reading Images*. London: Routledge.
- Kress, G. R. & Van Leeuwen, T. 2001. *Multimodal Discourse. The Modes and Media of Contemporary Communication*. London: Arnold.
- Wodak, R. (ed.). 2013. *Critical Discourse Analysis*. London: Sage.



## **Discourse of Shame: Managing Excretions in Advertisements for Hygiene Products**

Sigal **Barak-Brandes** (College of Management Academic Studies) and Amit **Kama** (Academic College of Emek Yezreel)

brandes1@zahav.net.il; amit8860@yahoo.com

Despite the recent burgeoning of sociological interest in the body as a culturally constructed project (Moore & Kosut, 2010; Turner, 2008); only sparse attention is allocated to body excrements (sweat, urine, feces, menstrual blood, saliva, rhinorrhea, and skin fat) and their social repercussions (Inglis & Holmes, 2000; Kane, 1997; Turner, 2003). Furthermore, studies of the roles advertisements play in regulating body fluids are even scarcer (Sivulka, 2008). The present study therefore addresses this empirical lacuna. Since advertising is supposed to reflect and embody prevalent and hegemonic ideas regarding the body and regulating its excrement, grime, and smell, three questions form the basis for this research: What messages are conveyed by advertisements for products that are supposed to regulate body excrements? How is shame constructed and constituted? 159 ads that were published in Israeli printed newspapers between 2005 and 2010 were qualitatively analyzed. Semiotic analyses (Barthes, 1977; Berger, 1998) were carried out by the authors and were also based on categories developed following a pilot analysis of five random ads.

Several themes were repeatedly found: Pampering hedonism, return to Nature, pseudo-science, and concealment of the actual purpose of the product. Ads were also found to constitute mechanisms of identity formation and dissociation of the corporeal body from the self. The proposed presentation will focus on the most conspicuous findings.

This study demonstrates that shame – and the complementary discipline of the body and its orifices and fluids – does not constitute the overarching frame for promoting products, on the contrary: It is well concealed. A ceaseless quest, in itself glorified and well rewarded, for ‘feeling good’ is endorsed by these ads. Cleaning one’s body for hygienic purposes is covert, at best. Shame and taboo are cleverly converted into a new cult of adoration of the corporeal self (Foucault, 1986; Orbach, 2009). Apotheosis of the body necessitates an eternal investment, including products that only incidentally take care of unwanted waste.

## **References**

- Barthes, R. 1977. *Image-music-text* (Translated by S. Heath). Glasgow: Fontana.
- Berger, A. A. 1998. *Media Analysis Techniques*. Thousand Oaks, CA: Sage.
- Foucault, M. 1986. *The Foucault Reader*. Harmondsworth: Penguin.
- Inglis, D. & Holmes, M. 2000. “Toiletory time: Defecation, temporal strategies and the dilemmas of modernity”. *Time & Society*, 9(2/3), 223-245.
- Kane, K. 1997. “The ideology of freshness in feminine hygiene commercials”. In: C. Brunson, J. D’Acci & L. Spigel (eds.), *Feminist Television Criticism: A Reader*. Oxford: Oxford University Press, 290-299.
- Moore, L. J. & Kosut, M. 2010. “Introduction: Not just the reflexive reflex”. In: L. J. Moore & M. Kosut (eds.), *The Body Reader: Essential Social and Cultural Readings*. New York: New York University Press, 1-26.
- Orbach, S. 2009. *Bodies*. New York: Picador.
- Sivulka, J. 2008. “Odor, oh no! Advertising deodorant and the new science of psychology, 1910-1925”. *Journal of Macromarketing*, 28(1), 92.
- Turner, B.S. 2008. *The Body & Society: Explorations in Social Theory* (3rd ed.). Los Angeles: Sage.
- Turner, B.S. 2003. “Social fluids: Metaphors and meanings of society”. *Body & Society*, 9(1), 1-10.

## **Recontextualising bilingual language policies: a discourse-historical perspective**

Elisabeth **Barakos** (Wirtschaftsuniversität Wien)

elisabeth.barakos@wu.ac.at

This paper explores processes of recontextualisation between two salient Welsh government language policy documents. It aims to trace ideological orientations and transformations that take place in recontextualisation processes in *Iaith Pawb/Everyone's Language* (Welsh Assembly Government 2003), the then Welsh government's action plan for creating a 'truly bilingual Wales', and its most recent language strategy *A living language – a language for living* (Welsh Government 2012), through a macro-contextual and micro-textual discourse-analytic study. The research is framed by current socio-linguistic and political developments in Wales, which have seen the introduction of a new language law, the Welsh Language Measure 2011. This new law, which operates in tandem with the recent Welsh government language strategy, gives Welsh official status in Wales and establishes the role of Welsh Language Commissioner whose role it is to ensure that the Welsh language will be "treated not less favourably than English" (Welsh Government 2012, 20).

The paper applies the discourse-historical approach to critical discourse analysis (e.g. Reisigl and Wodak 2009). Specifically, the study traces in how far ideologies of language equality, choice and ownership, which were propagated as the basis for realising 'true bilingualism' in Wales in the 2003 policy, become recontextualised in the 2011 policy document. In addition to critical analysis of these two policy texts, the socio-political, cultural and historical contexts are investigated in relation to the broader implications of this policy change for Welsh-English bilingualism.

In this talk, I first demonstrate the context-dependent factors that have led to the different forms of policy formation from 2003-2012. I then analyse discourse fragments from the two language policy documents. Specifically, I reveal a range of discursive strategies deployed to advance ideological views about bilingual Wales and demonstrate how they are linguistically operationalized across time and space.

## **References**

- Reisigl, M. & Wodak, R. 2009. "The discourse-historical approach (DHA)". In: R. Wodak & M. Meyer (eds.), *Methods of Critical Discourse Analysis*. London: Sage, 87-121.
- Welsh Assembly Government. 2003. *Iaith Pawb. A National Action Plan for a Bilingual Wales*. Cardiff: Welsh Assembly Government.
- Welsh Government. 2012. *A Living Language: A Language for Living. Welsh Language Strategy 2012-17*. Cardiff: Welsh Government.

**Troubling CDA from the perspective of “woman’s mind”: Towards a positioned ideology critique**  
Erzsébet **Barát** (University of Szeged)  
zsazsa@lit.u-szeged.hu

In my contribution I want to address the potential of CDA as developed by Norman Fairclough through attending to its limits. The upshot of my disappointment is that insofar as CDA identifies itself as a politically committed approach, and therefore sees its analysis as an ideology critique that aims to make empowering knowledge claims for the oppressed, it *cannot not* attend to its own situatedness in an *equally systemic* way and start considering the possibility of distinguishing meaning and ideology. CDA can be a frame for my methodology because it implicates a positioned view of discourse since, as a politically committed approach, it claims to be an ideology critique of the hegemonic power relations of contemporary social existence. Yet, CDA does not use the term ‘situated’ or ‘positioned’ when defining ‘critique’. According to a materialist feminist definition, it is indispensable to emphasise the situated nature of *all* knowledge claims and the possibility of making them from within a *partial* identification with the oppressed. I will argue that CDA’s anxiety runs the risk of undermining its own explanatory power. CDA is unwilling to construct its relationship to this researched other in terms of ‘*partial* identification with the other’ and aspires to ‘being identical with them’. That is not a liberatory power move leading to solidarity, but an oppressive power move that leads to further subjugation of the other. To support my theoretical claims I shall analyze the contributions by Hungarian intellectual women to a series launched by the feminist internet journal *i.c.a.* in December 2008 that reflects on what it is like to be a woman in Hungary today which will allow me to demonstrate how to approach gender inequality in Euro-American societies.

## **Intertextuality as a means of myth creating in the Russian press**

Nailya **Bashirova** (Kazan Federal University)

Nailbashir@gmail.com

Using the theoretical frameworks of semiotic analysis (Eco 1979) and socio-cognitive approach to Critical Discourse Analysis (van Dijk 2006), the present paper looks at the ways Russian mass media create new myths by transforming famous classic texts into new signs filled with new senses.

Classic Russian intertexts (quotations from works by A. Pushkin, M. Lermontov, etc.), widely used in Russian newspapers, serve to convince readers of the veracity of a world model created in an article and value systems promoted by it because classics are associated with “canonicity” and “monumentality” (Bloomfield 1976) and considered unquestioned authorities on life issues. Besides, due to recontextualization a quotation undergoes significant semantic transformations and is made to represent a new context model different from the source text model (Wodak and Fairclough 2010).

In this research a number of nuclear quotations from Russian classic literature are subjected to a semantic analysis in several newspaper contexts. Their essential and accidental semantic features in newspaper contexts are compared with those they bear in the source. Every new use of the quotation in a new context causes inevitable changes of reference and brings about redistribution of its essential and accidental semantic features. Widely used quotations tend to loosen their ties with the source and turn into metaphors based on an analogy between two contexts. New senses that are read into the quotation in a newspaper text turn it into a cliché fitting a wide range of contexts and serving various purposes which is the main characteristics of a myth (Barthes 1957).

The semantic transformations that classic quotations undergo in the press affect recipients’ long term memory altering their mental models of source contexts (van Dijk 2006) and form a specific cognitive bias which ultimately affects the readers’ perception of the individuality of a classics himself.

## **International hate speech**

Nicole **Baumgarten** (University of Southern Denmark)  
nicole.baumgarten@sdu.dk

This paper investigates the construction of an international/pan-European right-wing, white-racist community in popular extremist online forums, focusing on their discriminatory practices as a means of constructing group coherence, identity and a hegemonic and naturalized discourse in the forum and beyond. The basis for this investigation is a set of forum interactions (threads) on the topic of “Europe” in which users from various countries and linguistic and cultural backgrounds discuss current social and political developments in Europe. In these interactions, the users attempt to create ideological coherence in the group of contributors to the threads, both for the internal purpose of group cohesion and as a display of cohesion directed at visitors to the forums who read the posts but do not contribute themselves.

The discursive practices in the forum interactions include specific mechanisms of ideological regulation, such as delimiting and strengthening the belief system through citation of ‘evidence’ (*intertextuality*), offering *belonging* by presenting the forum space as a ‘safe haven’ in what is perceived as an adverse environment, alignment and disalignment with individual posts and their authors, and the creation of inequality through *othering* of third parties. English is used as the primary means of communication, because of its maximum reach among users. It also simplifies the task of the forum moderators who act as gatekeepers, scanning the incoming posts for appropriateness with respect to the forums’ policy. Instances of hate and discrimination are, thus, not accidental but an integral part of forum practice.

By means of a Positioning Analysis (Lucius Hoehne and Deppermann, 2002) and an Appraisal Analysis (Martin and White 2007) the paper identifies the kinds of discriminatory practice used in ideological regulation, and, in particular, how *others* are established in the forum discourse and instrumentalized for the purposes of creating a supranational community identity. The investigation also highlights how social media and the use of English as a lingua franca combine to connect formerly geographically and linguistically separate people and provide them with the means and the opportunity to unite, consolidate and distribute belief systems of inequality.

## **The representation of the EU in *The Financial Times* (1994-2014)**

Marion **Bendinelli** (ELLIADD-ADCOST, Université de Franche-Comté, France) and Adèle **Petitclerc** (ELLIADD-ADCOST, Université de Franche-Comté, France)

marion.bendinelli@univ-fcomte.fr; adele.petitclerc@univ-fcomte.fr

Our analysis – which stems from a larger project monitoring Europe's discourses conducted by the ADCOST team (*Analyse du Discours, Corpus et Science des Textes* – Université de Franche-Comté) – studies the representation of the European Union (EU) and its institutions in a corpus from *The Financial Times* (TFT), as it is considered as one of the most important business read and pays specific attention to the news involving the EU, the Euro, and European corporate affairs. For now, our analysis is focused on *TFT*; however, in the future we seek to compare our findings with other press titles, such as *The Economist*.

Our approach is both quantitative and qualitative, couched in the frameworks of both French *Analyse du Discours* (FAD) and *Critical Discourse Analysis* (CDA), and of *Textometry*, a computer-based discourse-analysis methodology.

We intend to both identify the various images *TFT* conveys for the EU and look at their evolution from 1994 to 2014 in specific contexts: the European elections (1994, 1999, 2004, 2009, 2014), and the economic crisis going on since 2008.

We focus on the use of various expressions such as *European institutions*, *EU-institutions*, *pro-EU* and *anti-EU*, at the micro and macro linguistic levels. Articles containing these expressions are examined with the software *Hyperbase*, which gives access to both their close (strict collocations) and wide (co-occurrence networks) lexical environments. We also look at polyphonic stances and reported speech phenomena.

First results show that the expression *pro-EU* has been regularly used in *TFT* since 2001 – with a peak in 2008 – whereas, the distribution of *anti-EU* follows a wave-like pattern, with peaks in 1994, 2002, 2004, 2012 and 2013.

As a first interpretation, we suggest that the polarization of opinions on the EU emerges in the 2000 decade; the 2008 economic crisis then offers a dramatic stage for the setting of the voices of those favouring the EU institutions and those rejecting them.

Also, references to the *pro-EU* position tends to appear more frequently in articles dealing with (i) the bank topic and (ii) emerging countries and countries outside EU (Serbia, Turkey), while the *anti-EU* tends to appear in (i) a wider range of topics and (ii) articles dealing with Western and Northern countries.

All in all, the paper recounts the emergence of the various EU voices and the way they are depicted in an international newspaper. It also suggests how relevant crossing a qualitative approach (*FAD* & *CDA*) to a quantitative methodology (*Textometry*) to study discourse phenomena can be.

## **References**

- Chilton, P. 2004. *Analysing Political Discourse: Theory and Practice*. London: Routledge.
- Duchastel, J. & Armony, V. 1993. "Un protocole de description de discours politiques". *Actes des Secondes journées internationales d'analyse statistique de données textuelles*. Paris: Télécom, 159-183.
- Fairclough, N. 2007. "The Contribution of Discourse Analysis to Research on Social Change". In: N. Fairclough, G. Cortese & P. Ardizzone (eds.), *Discourse and Contemporary Social Change*. Bern, Oxford: Peter Lang, 25-48.
- Lebart, L. & Salem, A. 1994. *Statistique Textuelle*. Paris: Dunot.
- Mayaffre, D. 2007. "Analyses logométriques et rhétorique du discours." In: S. Olivési (ed.), *Introduction à la recherche en SIC*. Grenoble: Presses Universitaires de Grenoble, 153-180.
- Musolff, A. (ed.) 2001. *Attitudes Towards Europe: Language in the Unification Process*. Aldershot: Ashgate.
- van Dijk, T.A. & Wodak, R. (eds.). 2000. *Racism at the Top: Parliamentary Discourses on Ethnic Issues in Six European States*. Klagenfurt: Drava Verlag.
- Wodak, R. 2007. "Discourses in European Union Organizations: Aspects of Access, Participation, and Exclusion". *Text & Talk*, 27(5-6), 655-680.
- Wodak, R. 2009. *The Discourse of Politics in Action. Politics as Usual*. Houndmills: Palgrave MacMillan.
- Wodak, R., Triandafyllidou, A. & Kkryzanowski, M. (eds.). 2009. *The European Public Sphere and the Media: Europe in Crisis*. Houndmills: Palgrave Macmillan.

## **How to do things with morality: a critique of the metapragmatics of morality in contemporary politics**

Joe **Bennett** (University of Birmingham)

j.a.bennett.1@bham.ac.uk

It is well known that a prominent feature of contemporary political communication is a desire to communicate personal conviction and social alignment – to make emotive, interpersonal, affective, subjective, ethos-oriented appeals. Less well explored are the metapragmatic practices which go into the provision of ostensibly emotive communicative resources to the designers of political communication. In this presentation I explore such practices. Drawing on anthropological and socio-linguistic accounts of indexicality and metapragmatics (Silverstein 1993, Verschueren 2000, Eckert 2008), I focus on the ways in which morally evaluative language is articulated as an emotive resource in political-communication advice literature from the US and UK (e.g. Lakoff 2002, Westen 2007), and in UK leaders' speeches on 'moral capitalism'. I offer a critique of the ideologies of language function which underlie these practices, suggesting that they work to naturalise a contingent perspective on morality as an emotive phenomenon (a form of 'myth' which also finds its way into contemporary functional linguistic approaches to moral evaluation). My overall claim will thus be that in understanding political communication, what is important is not just investigating how existing semiotic resources are used, but also grasping the metapragmatics which go into establishing indexical relations between those resources and attempts to make language do things – there is ideology in ideas about language function.

### **References**

- Eckert, P. 2008. "Variation and the indexical field". *Journal of Sociolinguistics*, 12(4), 453-476.
- Lakoff, G. 2002. *Moral Politics: How Liberals and Conservatives Think*. London: University of Chicago Press.
- Silverstein, M. 1993. "Metapragmatic discourse and metapragmatic function". In: J. A. Lucy (ed.), *Reflexive Language: Reported Speech and Metapragmatics*. Cambridge: Cambridge University Press, 33-58.
- Verschueren, J. 2000. "Notes on the role of metapragmatic awareness in language use". *Pragmatics*, 10(4), 439-456.
- Westen, D. 2007. *The Political Brain: the Role of Emotion in Deciding the Fate of the Nation*. New York: Public Affairs.

## **Doing integration: Migrant perceptions of integration and local community in the UK**

Sam **Bennett** (Adam Mickiewicz University)

sbennett@wa.amu.edu.pl

When mass migration into the UK started after World War II, it was never envisaged that migrants would settle in the country and were therefore never seen as potential citizens (Martinello, 2006). In reality though, migration is often a permanent or at least long-term process, and over recent times the UK has seen increased levels of migration from the EU and the wider world.

This phenomenon, combined with the fact that integration is not just a moving across geographical borders but also across “conceptual borders of identity, belonging and entitlement” (Horner and Weber, 2011: 139-159), has forced the UK and other EU members to decide how to integrate newcomers.

Within the UK public sphere the integration of migrants is often discursively constructed by politicians and the media as a two-way process. This rhetoric though hides the assimilatory nature of integration policies whereby newcomers have to become like those already ‘inside’. Furthermore, within a discourse of integration, migrants are constructed as the problem and the ‘inside’ is presumed to be unproblematic (Blommaert and Verschueren, 1998). Such a construction of integration is likely to affect how migrants experience and talk about their own experiences of integration. Indeed, migrants are increasingly being asked to ‘act out’ integration in symbolic and discursive ways, a process which, following Butler (1990), I term ‘*performative integration*’.

Employing the Discourse Historical Approach (Reisigl and Wodak) as my method of analysis, in this paper I analyse the findings of results of two focus group interviews with migrants who have come to the UK since 2004 and settled. One interview was with EEA migrants from Poland and the other with refugees from Ethiopia. In the paper, I linguistically examine the differences and similarities in how the two different migrant groups discursively construct and perform their own integration into British society at a local and national level and to what extent their representations rely on personal experience and on the discourse in the public sphere.

## **References**

- Blommaert, J. & Verschueren, J. 1998. *Analysing the Rhetoric of Tolerance*. London: Routledge.
- Butler, J. 1990. *Gender Trouble: Feminism and the Subversion of Identity*. New York: Routledge.
- Horner, K. & Weber, J-J. 2011. “Not playing the game: Shifting patterns in the discourse of integration”. *Journal of Language and Politics*, 10(2), 139-159.
- MacPherson, M. 2010. ““I integrate, therefore I am”: Contesting the normalizing discourse of integrationism through conversations with refugee women”. *Journal of Refugee Studies*, 23(4), 546-570.
- Martinello, Marco. 2006. “Political participation, mobilisation and representation of migrants and their offspring in Europe”. In: R. Bauböck (ed.), *Migration and Citizenship: Legal Status, Rights and Political Participation*. IMISCOE Reports. Amsterdam: Amsterdam University Press, 52-64.
- Reisigl, M. & Wodak, R. 2001. *Discourse and Discrimination: Rhetorics of Racism and Antisemitism*. London: Routledge.



## **A critical analysis of sustainability discourse articulated in South African Corporate Social Responsibility (CSR) reports**

Taryn **Bernard** (Stellenbosch University)

tbernard@sun.ac.za

Corporate Social Responsibility (CSR) refers to a wide range of corporate activities aimed at promoting economic, environmental and social welfare. CSR has gained ground since the sustainable development paradigm shift, and a global awareness of the role that corporations play in environmental degradation. In the context of globalisation and the simultaneous decline in the power of the nation state, CSR has also been framed as a developmental tool and a contribution by business in achieving the Millennium Development Goals (MDGs). However, CSR is problematic for various reasons. For one, the term ‘corporate social responsibility’ is not clearly defined and is interpreted differently in different contexts. Furthermore, many argue that sustainability is not achievable within a capitalist economic system which perpetuates the pursuit of profit at the lowest possible cost; yet, corporations are often the most dominant voices in sustainability discourses.

Utilising Fairclough’s (2001, 2003) methods of critical discourse analysis (CDA), this research constitutes a comparative analysis of the sustainability discourses articulated in the 2011 and 2012 CSR reports of four South African companies. In particular, the research investigates how South African companies discursively construct sustainable development, their role in sustainable development, local communities and the natural environment. In addition, by drawing on the work of critical theorists like Habermas (1978, 1989) and Marcuse (1964), the research investigates whether, given the power of corporate institutions in contemporary society, sustainability discourses on behalf of South African corporations work to legitimise the role of corporate institutions in sustainability practices.

The paper will make a corpus-assisted diachronic investigation (Partington, Morley and Haarman (eds), 2003, Bayley (ed.) 2004; Morley and Bayley (eds) 2009) of what has been long considered one of the most critical concepts in political discourse, broadly defined, as well as in today's society: *i.e.* the notion of 'security'. Paraphrasing Chilton's (1997) discussion on 'war', 'security' may also be regarded as a "cultural institution [...] sustained by discourse". The concept of 'security' is in fact in itself quite slippery (Buzan 1991, Lipschutz 1995). According to Buzan et al. (1998: 57), discourses of "securitization", as recognized by political scientists, in particular in the field of international relations, are seen as an "intersubjective process", in which "senses of threat, vulnerability, and in/security are socially constructed rather than objectively present or absent" (Buzan et al. 1998: 57; see also Campbell 1998, Bayley et al. 2004, Bayley and Bevitori 2005). Building on previous findings investigating diachronic language change in American Presidential speeches (Bayley and Bevitori 2011, 2013), the study will thus aim at throwing light on how American presidents construe 'security', and conversely 'insecurity', by examining a complete diachronic corpus of Presidential messages (the State of the Union Addresses (SoU), consisting of 226 speeches, covering the whole span of time from President Washington's first address in January 1790 to President Obama's latest in January 2013, and 1,770,000 running words. SoUs are in fact one of the canonical forms through which presidential power takes shape (Neustadt 1960, 1990), as well as one of the most critical sites of the conflict between the Presidency and Congress. For the purpose of analysis, in order to search for change of meanings of 'security' over time, the corpus has been chronologically subdivided into five sub-corpora, corresponding to key historical events. As decisions aimed at legitimising and justifying security practices and/or policies are based on political, ideological, strategic, and, perhaps, human imperatives, it is argued that the struggle over meaning(s) over 'security' has increasingly become a particularly challenging issue within this specialized domain.

## References

- Bayley P. & Bevitori, C. 2013, "In search for meaning: what corpora can/cannot tell", Themed Colloquium *Ticklish Trawling: The Limits of Corpus Assisted Meaning Analysis*. Convenor Prof. D. Miller, 24th ESFLCW, Coventry 1-3 July, 2013.
- Bayley, P. & C. Bevitori 2011. "Addressing the Congress: Language change from Washington to Obama (1790-2011)". Paper given at Clavier 11 International Conference, *Tracking Language Change in Specialised and Professional Genres*, University of Modena and Reggio Emilia, Modena, 24-26 November 2011.
- Bayley, P. & Bevitori, C. 2005. "'To secure a better future for the people ...': positive spin on political decisions. A corpus-based study of the British House of Commons in 2003". Unpublished Paper, *ISFC 2005*, University of Sydney 18-22 July 2005.
- Bayley, P. (ed.) 2004. *Cross-cultural Perspectives on Parliamentary Discourse*. Amsterdam/Philadelphia: John Benjamins.
- Bayley, P., Bevitori, C. & Zoni, E. 2004. "Threat and Fear in Parliamentary Debates in Britain, Germany and Italy". In: P. Bayley (ed.), *Cross-cultural Perspectives on Parliamentary Discourse*. Amsterdam, Philadelphia: John Benjamins, 185-236.
- Buzan, B. 1991. *People, States and Fear: An Agenda for International Security Studies in the Post-Cold War Era*. Harlow: Pearson Education Limited.
- Buzan, B., Waever, O. & de Wilde, J. 1998. *Security: A New Framework for Analysis*. Boulder, CO: Rienner.
- Chilton, P.A. 1996. *Security Metaphors: Cold War Discourse from Containment to Common House*. New York: Peter Lang Publishing.
- Chilton, P.A. 1997. "The Role of Language in Human Conflict: Prolegomena to the Investigation of Language as a Factor in Conflict Causation and Resolution", *Current Issues in Language & Society*, 4(3), 174-89.
- Campbell, D. 1998. *Writing Security: United States Foreign Policy and the Politics of Identity*. Minneapolis: University of Minnesota Press.
- Morley, J. & Bayley, P. (eds.) 2009. *Corpus Assisted Discourse Studies on the Iraq Conflict: Wording the War*. London: Routledge.
- Neustadt, R.E. 1960. *Presidential Power: The Politics of Leadership*. New York: John Wiley and Sons.
- Neustadt R.E. 1990. *Presidential Power and the Modern Presidents. The Politics of Leadership from Roosevelt to Reagan*. New York: The Free Press.
- Partington, A., Morley, J. & Haarman, L. (eds.) 2004. *Corpora and Discourse*. Bern: Peter Lang.

## **Pro- or Anti-EU Attitudes in Romanian Media Discourse**

Ruxandra **Boicu** (Bucharest University)

ruxandraboicu@yahoo.com

The objective of the present study is to clarify whether there is an anti-EU discourse in Romanian print press, as compared to the connotations attached to the European Union in Polish and Spanish quality national newspapers. We start from the assumption that strategic editorial news selection and slant are mutually related to the public opinion on the EU institutions or member states. National communicative policies and practices are not independent from the readers' awareness and feeling of being European citizens.

We rely on the data derived from a collaborative project developed by academic research teams in three EU member states (Poland, Romania and Spain). Within this project, we were mainly interested in the statistical approaches of the news and of other journalistic genres that covered the European Union in 2013, so that we could compare the results.

In this article, the research corpus contains a selection of the data supplied through the 2013 media monitoring. We analyze media discourse qualitatively, organizing it in evaluative categories, in terms of *positive*, *negative* or *neutral* perceptions of the EU institutions, legislation, decisions, policies, etc. in the corpus made up of newspapers articles. After comparing the items of each category numerically, we refine the results through a distinction between the media attitudes towards the entities that form the European Union: the EU Parliament, the EU Commission, the EU Member-States, etc.

The conclusion that we have reached is not a clear-cut distinction between two opposite attitudes (pro- vs. anti-EU) and, more often than not, it is difficult to distinguish between intermediary nuances such as *clearly negative*, *relatively negative* or *slightly negative* evaluations of the EU. In the Romanian national newspaper "Adevărul" [The Truth] that we monitored for this research, the European Union, in some of its acceptions, is covered in a relatively balanced way.

### **Discourses of inequality: gender violence in Spanish newspapers**

Patricia **Bou-Franch** (Universitat de València) and Pilar Garcés-Conejos **Blitvich** (University of North Carolina at Charlotte)

Patricia.bou@uv.es; pgbli@uncc.edu

The present paper aims to examine the discursive construction of the social identity of victims of gender violence in two Spanish digital newspapers. Gender violence is a persistent and global crime affecting one in four women across Europe. Since 2004, when the last legal measures offering women protection against gender violence were passed in Spain, different institutions have striven to make sexist murders more visible to the public, to promote zero tolerance against this type of crime, and to encourage the reporting of abuse to the police.

In this context, digital newspapers emerge as important public spaces where such crimes can gain visibility, but how has this greater visibility been realized discursively? That is precisely what we propose to analyze in this paper. Our starting premise is that newspaper discourse is biased by economic interests, values and, ideologies that impinge upon readers' assumptions and beliefs (White 2006). Newspaper genres, therefore, are suitable spaces for the study of ideologies in discourse (Van Dijk 1998, 2006). However, research on the discourse of violence against women in Spanish newspapers is scarce (Bengoechea 2000, Fernández Díaz 2004, ), and even more so regarding newspapers published after the new legal framework (Lledó 2010, Santaemilia & Maruenda 2013). To contribute to filling in this void, this study aims to investigate the discursive construction of gender violence in Spanish newspapers. More specifically, it focuses on how two ideologically different newspapers categorize women as part of a particular social group: abuse victims. This is, therefore, a study of social identity, which is regarded in broadly non-essentialist terms, as a discursive construction, which constantly fluctuates and is (re)enacted, resisted, and negotiated locally, in interaction within particular social practices (Bucholtz & Hall 2005; De Fina et al. 2006).

The analysis draws on newspaper data on gender violence (cc. 5 million words), extracted from the GENTEXT corpus. The data comprise all articles on gender violence published in two Spanish national newspapers of divergent ideologies, *El País* and *El Mundo*, between 2005 and 2010. Our study combined corpus linguistics and critical discourse analysis approaches. Corpus linguistics tools were used to identify quantitatively salient discursive patterns through frequency, keyword, collocation and concordance analyses (Baker 2005; Mautner 2009; Stubbs 2001). Critical discourse analysis, and in particular, Van Dijk's (1998, 2006) socio-cognitive framework, was used to relate discursive choices to the local identity categories of abuse victims, and to explore their relation to gender ideologies and social structures (Baker 2010; Baker et al. 2008; Bucholtz & Hall 2005; Sunderland & Litosseliti 2002). Findings suggest that newspaper articles produce a partial, biased view of abuse and abuse victims, which supports government discourse in several ways.

## **The accidental death of Greek democracy: ERT's closure and the discursive (re)invention of 'far-left extremism'**

Salomi Boukala (Lancaster University)

salomi.boukala@gmail.com

On 11<sup>th</sup> June 2013 the Greek coalition government, without warning, shut down the Hellenic Broadcasting Corporation (ERT). The government spokesman announced in an authoritative way that 'ERT will shut down at midnight' and highlighted that the broadcaster suffered from a 'unique lack of transparency and incredible waste'. He based his arguments on the polarising rhetoric of 'parasitic public sector' and distinguished Greek employees between two over-simplified and arbitrary categories: the 'hardworking, victims of financial crisis' and the 'unproductive, corrupted ERT employees', who were transformed to 'extremists' that 'had occupied the ERT building and damaged the Greek state' when the riot police proceeded to the evacuation of ERT premises on 7<sup>th</sup> November 2013. 'The building has been liberated' announced the government spokesman who built his rhetoric on the basis of the theory of two extremes and attempted to display the commonalities of the extremism of both far-left and far-right politics and represent the government as guarantor of 'normality'.

The Greek government's decision to pull the plug on the public broadcaster was characterised by the left wing opposition parties as 'a black page in the history of public television and democracy' and many politicians, journalists and academics, in Greece and the EU, expressed their concern not only about the economic and humanitarian crisis in Greece, but also regarding the destruction of democracy and the fact that the country was ruled through governmental or ministerial decrees without parliamentary approval.

Using the Discourse Historical Approach of CDA I intend to analyse the statements of the Prime Minister and the government spokesman on the occasion of ERT's closure and illustrate the manifold ways in which the DHA can reveal silent strategies that lead to the discursive construction of 'Us' the 'democratic patriots' and 'Them' - the 'far-left enemies' of the Greek nation. Emphasising hegemonic discourses this presentation seeks to explore the discursive strategies employed in the construction of the 'far-left extremist' by answering the following questions: 1) what kind of actors are referred to the statements of the government, which roles are ascribed to them, and who is blamed for being an 'extremist' 2) what strategies of argumentation are applied in political discourse formation and how do they lead to the legitimation of the theory of the two extremes that was introduced by the Greek government.

## **Multimodality and the representation of a terrorist: Applying social semiotics and text world theory to the “Boston bomber”**

Michael S. Boyd (Roma Tre University)

michael.boyd@uniroma3.it

On July 17, 2013 *Rolling Stone* published a photograph of Dzhohar Tsarnaev, one of the two brothers accused in the Boston Marathon bombings of 15 April 2013, on its cover. The cover and the magazine immediately became the target of a large protest movement on various social networks including Facebook. But what exactly were users protesting? The picture had been used by Tsarnaev himself on the Internet and had appeared on the cover of the *New York Times* months earlier to no overt criticism. In this case, it was thought by many that by using an ostensibly positive picture of Tsarnaev on its cover, *Rolling Stone* was promoting a terrorist to rock-star status.

This paper is focused on this specific media portrayal of Tsarnaev and the subsequent reception by the public. Firstly, the work considers the various modes of presentation adopted by the text producer: the photograph, the associated text on the cover and the verbal forms used in the accompanying articles. Secondly, and more importantly, the discussion focuses on the importance of reception factors in the visual and textual communication process through the analysis of two small corpora taken from Facebook: a semi-public one involving a “conversation” between the author and other users and another public one taken from *Rolling Stone*’s Facebook page.

On a theoretical plane, the paper draws on social semiotics (Kress and van Leeuwen 2006), text world theory (Chilton 2004; Gavins 2007; Werth 1999), and multimodal metaphor theory (Forceville 2009). Crucially, it is assumed that viewers interpret the visual input on the *Rolling Stone* cover according to their discourse- and text-world alignment (Goffman 1981). Furthermore, it is argued that the Tsarnaev *Rolling Stone* cover represents a multimodal metaphor, which either glorifies or puts into question Tsarnaev, depending on the recipient’s alignment. Moreover, the relationship between different participants in the visual process, or what Kress and van Leeuwen (2006) call “interactive” and “represented” participants, are considered. Finally, the analysis of the empirical data serves to demonstrate that visual communication can indeed create and reinforce interaction between the producer and the image recipient.

## **References**

- Chilton, P. 2004. *Analysing Political Discourse: Theory and Practice*. London/New York: Routledge.
- Forceville, C. 2006. “Non-verbal and multimodal metaphor in a cognitivist framework: Agenda for research”. In: C. Forceville & E. Urios-Aparisi (eds.), *Multimodal Metaphor*. Berlin/New York: Walter de Gruyter, 19-42.
- Goffman, E. 1981. *Forms of Talk*. Philadelphia: University of Pennsylvania Press.
- Kress, G. & T. van Leeuwen's. 2006. *Reading Images: The Grammar of Visual Design* (2nd ed.). London: Routledge.
- Gavins, J. 2007. *Text World Theory*. Edinburgh: Edinburgh University Press.
- Werth, P. 1999. *Text Worlds: Representing Conceptual Space in Discourse*. London: Longman.

## On the strategic role of DHA analyses of political source texts in conference interpreting studies

Emanuele **Brambilla** (University of Trieste)  
emanuele.brambilla@phd.units.it

Interpreting is a linear operation, in which discourse segments are processed and translated in succession. Linearity or “the fact that the text becomes available only gradually” (Shlesinger 1995: 193) dooms the activity to co-text dependence (Garzone 2000: 71), hampering the correct management of the contextual variables (Kopczyński 1994: 190) of the communicative event. Particularly, the interpretation of political speeches further compounds the task, as the speaker’s illocution and perlocution are largely determined by deliberate discursive strategies of which interpreters are often unaware. Hence the “pragmatic dark” (Viaggio 2002: 229), a frequent translation predicament in which interpreters lose sight of the “point or purpose or function” (van Dijk 1977: 246) of the speech. Against the inherent difficulties of the profession, the paper proposes a systematic DHA analysis of political *source texts* (STs) to enhance the preliminary study of the contextual variables and extra-textual features of interpreted events. The DHA triangulatory approach adopted to analyse “a specific discourse and related texts” (Reisigl & Wodak 2009: 93) in view of their interpretation aims at integrating the intrinsic focus on the co-text with the acknowledgment of repeated intertextual and interdiscursive relations and pivotal features of the broader and narrow contexts (Reisigl & Wodak 2009: 93). By means of a corpus of American, British and French speeches on the current economic crisis, the analysis focuses on selected topoi and fallacies harnessed recurrently by given politicians in specific international meetings. The findings confirm the manipulative, context-specific and idiosyncratic nature of content-related argumentation schemes in a critical perspective, simultaneously providing interpreting studies with an invaluable research methodology and a practical support to the profession: in the light of their explanatory power, DHA tables (Reisigl & Wodak 2009: 102-109) find a useful application in the phase of “advance preparation” (Gile 1995: 144-145) of the interpreting process, by revealing the function and argumentative orientation of political texts pertaining to the same discourse and promoting the acknowledgment and respect of specific discourse strategies that often stand in the way of a quality interpretation.

## References

- Garzone, G. 2000. “Textual analysis and interpreting research”. *The Interpreters’ Newsletter*, 10, 69-88.
- Gile, D 1995. *Basic Concepts and Models for Interpreter and Translator Training*. Amsterdam/Philadelphia: John Benjamins Publishing Company.
- Kopczyński, A. 1994. “Quality in conference interpreting: some pragmatic problems”. In: M. Snell-Hornby, F. Pöchhacker & K. Kaindl (eds.), *Translation Studies. An Interdiscipline*. Amsterdam/Philadelphia: John Benjamins Publishing Company, 189-198.
- Reisigl, M. & Wodak, R. 2001. *Discourse and Discrimination. Rhetorics of Racism and Antisemitism*. London/New York: Routledge.
- Reisigl, M. & Wodak, R. 2009. “The discourse-historical approach (DHA)”. In: R. Wodak & M. Meyer (eds.), *Methods of Critical Discourse Analysis*. London: Sage, 87-121.
- Shlesinger, M. 1995. “Shifts in Cohesion in Simultaneous Interpreting”. *The Translator*, 1(2), 193-214.
- van Dijk, T. 1977. *Text and Context. Explorations in the Semantics and Pragmatics of Discourse*. London/New York: Longman.
- Viaggio, S. 2002. “The quest for optimal relevance. The need to equip students with a pragmatic compass”. In: G. Garzone & M. Viezzi (eds.), *Interpreting in the 21<sup>st</sup> Century. Challenges and Opportunities*. Amsterdam/Philadelphia: John Benjamins Publishing Company, 229-244.

## **Critical wastelands: Business communication textbooks and the capitalist enterprise**

Stephen **Bremner** (City University of Hong Kong)  
stephenb@cityu.edu.hk

Preparing students for the communicative demands of the workplace is a major challenge for higher education. Although university graduates can be expected to enter a variety of professions and organisations, there is little in the way of training materials outside the huge array of business communication textbooks that have proliferated in recent years. While these books are understandably concerned with preparing students for a career in business, the world they offer provides very limited ways of thinking, acting and communicating when compared to those that new entrants to the workplace may encounter.

A cursory glance at a business communication textbook suggests a world where heroes and model practices are represented by the CEOs of multinationals and their activities, where texts and tasks are concerned with money-making. In short, it appears to be a world whose discourse has unreflectingly adopted the values of capitalism and big business. Indeed, Weninger and Kan (2012) note the “instrumentalist logic and decisively non-reflective view of language that characterizes the business domain” (p. 66), while Chun (2009) goes further as he describes IEP/EAP textbooks “whose content . . . features neoliberal discursive positioning of students as consumers and entrepreneurs of self and others” (p. 118). To what extent can claims of this nature be levelled at business communication textbooks?

This study reports on a detailed analysis of the discourse of four popular business communication textbooks, looking at the degree to which, implicitly or explicitly, these books endorse capitalist or even neoliberal values. Specifically it investigates the ways in which the underlying assumptions of the books are realized through the discourse explaining and justifying particular approaches to communication, the model texts, and the examples used to demonstrate and test language points. It also examines the extent to which notions of power and of language as constitutive of social relations – i.e. issues raised by proponents of Critical Language Awareness such as Fairclough (1992) – are evident or absent in the books. It concludes by considering ways in which a more broadly conceived approach to teaching workplace communication might be effected.

## **References**

- Chun, C. 2009. “Contesting neoliberal discourses in EAP: Critical praxis in an IEP classroom”. *Journal of English for Academic Purposes*, 8, 111-120.
- Fairclough, N. 1992. *Critical Language Awareness*. Singapore: Longman.
- Weninger, C. & Kan, K.H-Y. 2012. “(Critical) Language awareness in business communication”. *English for Specific Purposes*, 32, 59-71.



## **Hungary's othering of the EU**

Christopher **Bridge** (The University of Adelaide)

christopher.bridge@adelaide.edu.au

Since its election in 2010, the government of Hungary under Prime Minister Viktor Orbán has come under increasing criticism from the institutions of the European Union, as well as other multilateral organisations and NGOs, for its alleged departure from European norms of democracy and human rights. This is a key test case for the European Union as a normative actor, for which the transformation of eleven former communist states into EU members committed to democracy and human rights is held up as a shining example. Hungary's accession to the EU was supported across the domestic political spectrum under the slogan 'return to Europe'. Instead of now appearing vulnerable in the face of serious external criticism, the Hungarian government has sought to retain its domestic popularity by creating a discourse of unjustified 'international attacks', against which it prosecutes an 'economic freedom fight' for the benefit of the Hungarian nation. In doing this the government successfully exploits deeply embedded national identity discourses of Hungary as the perpetual victim of foreign powers, and makes veiled allusions to anti-Semitic discourses by constructing 'international capital' and its proxies both domestically and abroad as the enemy of the Hungarian nation. This study uses discourse analysis of Hungarian government communications to document how right-wing populism draws on deep-seated national identity discourses to discredit EU institutions and the European procedures that exist for bringing member states into line on issues of democracy and human rights. It sounds a warning for the future of European integration at a time of economic crisis and rising nationalism.

## Exposing the 'Ndrangheta. The multimodal representation of Italian MafiaS as a stratified construct

Giuditta **Caliendo** (Università degli Studi di Napoli Federico II), Paul **Sambre** (Università degli Studi di Napoli Federico II) and Inge **Lanslots** (Katholieke Universiteit Leuven)

giuditta.caliendo@unina.it; paul.sambre@arts.kuleuven.be; inge.lanslots@arts.kuleuven.be

The 2007 gruesome killings of Italian *mafiosi* in Duisburg, Germany, marked a major change in the perception and the awareness of the 'Ndrangheta, the crime syndicate thriving in the tip of Italy, Calabria. Until then, there was very little knowledge of this criminal organization, which was hardly distinguished from the different criminal groups active in Italy (Gratteri/Nicaso 2007).

2007 also marked a historical turning point in the discursive representation of the Italian Mafia(S) in European media. From a linguistic perspective, our study focuses on the change, following 2007, in discursive strategies employed by Mafia experts in naming, defining and popularizing the emerging reality of the 'Ndrangheta, in line with the reflections on evolving recontextualized (Fairclough 2010) concepts in the Discourse-historical Approach (Wodak 2010; Reisigl/Wodak 2009).

The study examines a 2007 BBC documentary presented by a British expert on the 'Ndrangheta with a view to investigating:

- instances of multimodal interdiscursivity in relation to references to the Mafia derived from other genres (e.g. news reports, investigative journalism, literature, history books, picture movies, footage, police recordings) (Jewitt 2009, Dickie 2012);

- strategies of 'singularization' (Wodak 2010) emerging in the process of naming and constructing the identity of this crime syndicate, which displays autonomous practices, codes of conduct and sets of beliefs in contrast with the more widely known 'Cosa Nostra' and 'Camorra'.

Both dimensions shed light on the emergence of multimodal traits in the genre under investigation (Garzone/Catenaccio/Degano 2012; Bhatia/Bhatia 2004, Bhatia 2010, 2012), which seems to appropriate features of 'embedded journalism'.

## References

- Bhatia, V. K. & Bhatia, A. 2004. "Global genres in Local Contexts". In: C. Candlin & M. Gotti (eds.), *Intercultural Aspects of Specialized Communication*. Bern: Lang, 263-281.
- Bhatia, V. 2010. "Interdiscursivity in professional communication". *Discourse & Communication*, 4(1), 32-50.
- Bhatia, V. 2012. "Critical reflections on genre analysis". *Ibérica*, 24(2012), 17-28.
- Dickie, J. 2012. *Mafia Brotherhoods: Camorra, Mafia, 'Ndrangheta': The Rise of the Honoured Societies*. London: Sceptre.
- Fairclough, N. 2010. *Critical Discourse Analysis: The Critical Study of Language*. London: Routledge.
- Garzone, G., Catenaccio, P. & Degano, C. 2012. *Genre Change in the Contemporary World. Short-term Diachronic Perspectives*. Bern: Lang.
- Gratteri, N. & Nicaso, A. 2007. *Fratelli di sangue. La 'ndrangeta tra arretratezza e modernità: da mafia agro-pastorale a holding del crimine*. Cosenza: Luigi Pellegrini.
- Jewitt, C. 2009. *The Routledge Handbook of Multimodal Analysis*. London: Routledge.
- Reisigl, M. & Wodak, R. 2009. "The discourse-historical approach". In: R. Wodak & M. Meyer (eds.), *Methods of Critical Discourse Analysis* (2nd revised ed.). London, Thousand Oaks, New Delhi: Sage, 87-121.
- Wodak, R. 2010. "'Communicating Europe': Analyzing, interpreting and understanding multilingualism and the discursive construction of transnational identities". In: A. Duszak, J. House & L. Kumiega (eds.), *Globalization, Discourse, Media: In a Critical Perspective*. Warsaw: Warsaw University Press.

## **Constructions of (neoliberal) ordinariness in a reality television show: from the ‘flawed’ to the ‘reasonable’ consumer**

Leonor **Camauër** (Örebro University)

leonor.camauer@oru.se

The last two decades or so have witnessed a considerable increase of the share of ‘ordinary people’ who are drawn into mainstream television programming (Bonner 2003; Turner 2010), and the nature of their participation as well as the various (mediated) constructions of ordinary people and ordinariness have drawn the attention of many researchers within the field of media studies. Drawing on media theory and Foucauldian theorizing on governmentality and the construction of the neoliberal ‘responsible subject’ (Clarke 2013; Gilbert 2012; Rose 1999), this paper explores constructions of ‘ordinary’ consumers in a Swedish reality life-style television show aired since 2006, *Lyxfällan* (The Luxury Trap), which can be conceptualized as a hybrid of advice and (behavioral) make-over program. The program’s narrative frames individuals or families facing financial trouble derived from consumption and debts as they get advice and support from ‘coaches’ to redress the balance of their private economies. The study uses multimodal discourse analysis (Machin & Mayr 2013; Kress & Van Leeuwen 2001) and social actor analysis (Van Leeuwen 2008) for examining the representational strategies through which two kinds of consumer are constituted: on the one hand, a really existing, indebted consumer, who is dependent on the help of others and appears as a ‘flawed’ kind of ordinary people, and a potential threat to her/his family and to society’s economy and moral order, and on the other hand, an idealized, imagined reasonable consumer (cf. Clarke 2013), always in control of her/his private economy. The analysis as a whole shows that the programs put a heavy stress on individuals’ responsibility, self-reliance and self-sufficiency, at the same time that they, in a typically neoliberal spirit, de-politicize the operations of markets and banking institutions.

## **References**

- Bonner, F. 2003. *Ordinary Television: Analyzing Popular TV*. London: Sage Publications.
- Clarke, J. 2013. “In Search of Ordinary People: The Problematic Politics of Popular Participation”. *Communication, Culture & Critique*, 6(2), 208-226.
- Gilbert, J. 2012. “Moving on from the Market Society: Culture (and cultural studies) in a post-democratic age”. *Open Democracy*.  
[www.opendemocracy.net/ourkingdom/jeremy-gilbert/moving-on-from-market-society-culture-and-culturalstudies-in-post-democracy](http://www.opendemocracy.net/ourkingdom/jeremy-gilbert/moving-on-from-market-society-culture-and-culturalstudies-in-post-democracy)
- Kress, G. & Van Leeuwen, T. 2001. *Multimodal Discourse: The Modes and Media of Contemporary Communication*. London: Arnold.
- Machin, D. & Mayr, A. 2013. “Personalising crime and crime-fighting in factual television: an analysis of social actors and transitivity in language and images”. *Critical Discourse Studies*, 10(4), 356-372.
- Rose, N. 1999. *Powers of Freedom*. Cambridge: Polity Press.
- Syvetsen, T. 2001. “Ordinary people in extraordinary circumstances: a study of participants in television dating games”. *Media, Culture & Society*, 23(3), 319–337.
- Turner, G. 2010. *Ordinary People and the Media: The Demotic Turn*. London: Sage.
- Van Leeuwen, T. 2008. *Discourse and Practice: New Tools for Critical Discourse Analysis*. New York: Oxford University Press.

## **The discursive construction of dyslexia in higher education**

Harriet **Cameron** (The University of Sheffield)

h.cameron@sheffield.ac.uk

Under UK law dyslexia is a disability and the label entitles students within higher education to certain supports. However, students with the label I have come across during my work as a specialist tutor conceptualise dyslexia in different ways. Some say they feel they are just 'stupid', some consider dyslexia a medical condition, some feel that dyslexia is a positive, and others feel they are simply different, part of a neuro-diverse population. My position is that the ways dyslexia is constructed in any particular interaction, or in any wider text, have implications for how students with the label construct their identities (and others' identities) as academic learners. In turn, I believe certain ways of being and doing are opened up or closed down by the 'subject positions' (Davies & Harre, 2001) these constructions offer. My current research is a discourse analysis of two focus group conversations between dyslexic university students and myself. In this session I will talk about the different subject positions participants took up or offered, the wider discourses they drew upon, and the implications of these for 'being' and identity within the higher education context. While this study has been undertaken in the UK, the implications are relevant to our understandings of learning and identity across the western world where individualistic and meritocratic ideologies pervade educational discourse. In helping students, teachers, and other educational practitioners to become more aware of the discursive production of 'facts' like dyslexia, the hope is that they will become better able to critically interrogate their own learning identities and have more awareness of the ways they position themselves and others.

## **Reference**

Davies, B. & Harre, R. 2001. "Positioning: The Discursive Production of Selves. Reading 19". In: M. Wetherell, S. Taylor & S. Yates (eds.), *Discourse, Theory and Practice: A Reader*. London, Thousand Oaks, New Delhi: Sage Publications/ The Open University, 261-271.

## **Proximization, CDS and EU Policy Communication**

Piotr **Cap** (University of Łódź)

strus\_pl@yahoo.com

The goal of this paper is to show that (and how) proximization theory, a recent (Cap 2013) cognitive-pragmatic model of crisis and threat construction, and policy legitimization, can be applied in Critical Discourse Studies (CDS), in particular the critical studies of public policy discourses of the European Union (EU). It is argued that the rapidly growing, inter-generic field of CDS is in need of new, interdisciplinary methodologies that will allow it to account for an increasingly broader spectrum of discourses, genres and thematic domains. In response to this need, proximization theory is used as a candidate methodological tool to handle three important EU policy discourses - health, environment, modern technology - with a view to further urgent applications. The results seem promising: the theory elucidates well the key features of public discourses within the CDS scope, especially coercion and legitimization patterns in policy communication. Revealing the many ways in which the imagining of closeness and remoteness can be manipulated in the EU public sphere, the paper demonstrates that legitimization of consequential/controversial public policies of the EU is best accomplished by forced construals of virtual external threats (both physical and ideological) encroaching upon the speaker and her audience's home territory.

## **Reference**

Cap, P. 2013. *Proximization: The Pragmatics of Symbolic Distance Crossing*. Amsterdam/Philadelphia: John Benjamins. [Pragmatics & Beyond New Series vol. 232].

### **European Spaces: A Moving Target**

Theresa **Catalano** (University of Nebraska-Lincoln) and Grace E. **Fielder** (University of Arizona)  
tcatalano2@unl.edu; gfielder@email.arizona.edu

The construction of a European identity in the 21<sup>st</sup> century has been particularly complex given the entry of several Eastern European nations in recent years into the EU (Bulgaria and Romania in 2007, Croatia in 2013). This paper will argue that there is, in fact, a transitional or “third” space, occupied by these countries since they have not yet been fully integrated “inside” the EU system of social rights. Specifically, their workers’ free movement rights have been restricted. This transitional restriction will be lifted in 2014, and there has been a resultant “moral panic” about undesired (and uncontrolled!) immigration and its potential drain on the social services of more prosperous EU countries. In particular, there is discussion in the U.K., both in the press and in government, of finding ways of limiting Bulgarian and Romanian immigrant access to social services despite their “insider” status as members of the EU.

This paper will use conceptual blending theory as a way of unpacking the discourse surrounding the Bulgarian and Romanian immigration issue, focusing attention on U.K. media portrayals that link the immigrant issue to anti-Roma discourse. Incorporating critical discourse analysis we go one step further and also demonstrate the effect of this discourse by analyzing the readers’ online comments to these articles. Readers’ comments themselves represent a “third discourse space” of discourse in which the concepts of nation and identity are constructed and blended in new and different ways and in response not only to the material contained in the news article itself, but also the historical, social and psychological factors in the world at large. They thus represent a semiotic manifestation of nationhood and belonging expressed through metaphor/metonymy as well as an attempt to position Bulgarians and Romanians in that same non-European space as the Roma. The effect of this discursive positioning has been efforts to limit the social rights to which Bulgarians and Romanians are legally entitled as Europeans. An additional advantage of analyzing readers’ comments then is that we can document the actual effect of constructive (or destructive) discourse on its audience, i.e. cause/effect of talk on action.

## **The Minaret Ban in Switzerland: Islam, Freedom of Religion and the Limits of Difference**

Jennifer **Cheng** (University of Bern)

jenniferecheng@gmail.com

In 2009, the Swiss public voted to ban the building of minarets in Switzerland; thus the Swiss Constitution now prohibits new minarets from being erected.

An investigation of the parliamentary debates preceding the referendum reveals that the controversy was not about a building structure, but rather about the position of Islam and Muslims in Swiss society. For the pro-ban politicians, the minaret was clearly a symbol for a perceived encroaching Sharia Law and the alleged backward, illiberal Islamic culture. The arguments of those opposing the ban, however, did not serve to directly contradict or dispel the Islamophobic claims of the pro-ban politicians. Rather, arguing primarily along the lines of freedom of religion gave no saliency to their arguments since the pro-ban side simply stated that a minaret is not necessary for Muslims to practice their religion.

Using critical discourse analysis, this paper investigates the argumentation strategies of both the pro-ban and anti-ban politicians in their discursive constructions of the relationship between Muslims/Islamic values and Switzerland/Swiss values. While the pro-ban politicians clearly saw the two as binary opposites where the former must give way to the latter, those who saw the ban as discriminatory responded to this binary construction only very vaguely and ambiguously and did not attempt to deconstruct or dispute it. It appears that while Muslims are considered to have rights to freedom of religion, they have few rights to shape Swiss identity, culture, and values. This paper highlights the various positionings – or non-positionings – of Muslims and Islam in Swiss society in Swiss political discourses.

## **Verbalization of the concept POWER in modern British newspaper discourse**

Olga **Chornovol-Tkachenko** (V.N. Karazin Kharkiv National University)

ern.heming.88@gmail.com

The paper presents the results of the cognitive discursive study of the concept POWER revealing its lingual-cultural specificity. The concept is viewed as a unit of individual mental resources representing subjective interpretation of the socio-cultural experience connected with the phenomenon of power in the British culture which is acquired in the process of socialization. The concept POWER is actualized by nominative means in modern British newspaper discourse.

The study reveals specific features of the verbal and mental representation of the concept POWER notional-evaluative and figurative-evaluative constituents; systematizes the structural-semantic, pragmatic-semantic, part-of-speech and ideographic characteristics of the name of the concept and other means of its primary nomination; reveals the correlates of conventional and figurative metaphors of power; determines rational and emotive connotations associated with the notion of power in the British language and culture; gives the frame model of the concept POWER. The evaluative constituent is inseparable from the notional and figurative ones owing to the axiological nature of the concept.

The notional-evaluative constituent of the concept is verbalized through the name of the concept, its synonyms, their part-of-speech derivatives, and free word combinations whose denotation is complicated by rational evaluation.

The figurative-evaluative constituent of the concept is actualized through conventional and figurative metaphors. Conventional metaphors correlate to non-specified objects (of property, alienation, desire, a trophy), material objects/phenomena (an artifact, a mechanism, a vehicle, a building, a tool), containers, living beings, etc. Figurative metaphors are verbalized through image-bearing words and idioms and predominantly denote components of power relationship: its subjects, objects, their actions/states, and attributes. Figurative metaphors are based on the polymotivational gestalt which connects various combinations of an object image, event image of the situation and an abstract conception. The fact that the meaning of figurative-evaluative constituent verbalization means contains a gestalt enables them to realize their emotional and evaluative potential within the scope of 'approval' – 'neutral attitude' – more/less intensive disapproval' – 'neglect' of the referent depending on the empathy of the speaker/writer, which is realized in the discourse context.



## **“This is a boiling pot ready to explode”: Anti-immigrant discourse in British and Czech news discussion forums**

Jan **Chovanec** (Masaryk University, Brno)  
chovanec@phil.muni.cz

The increased mobility of people within the EU over the past few years has been accompanied by the rise of anti-immigrant discourse in many of the countries affected. While the negative presentation of out-groups in the media and in the speech of elite social actors (such as politicians) has been well documented in many studies, relatively less attention has been paid to the discourse of ‘common people’, particularly from a comparative perspective.

Based on an analysis of news articles and online discussion forums dealing with the coverage of the situation of recent economic immigrants to the UK, the presentation documents how Eastern European Roma are negatively presented in the media and to what prejudicial talk they are subject in reader’s discussion forums. Data from several British online news sites are contrasted with similar data from comparable Czech sites. The qualitative analysis reveals that while some British readers add critical self-reflection to the debates, such balance of opinion is missing from the Czech data. It also appears that the issue triggers different topics for further discussion: some British readers redefine the situation as caused by the EU and, consequently, the UK is presented as a victim of EU’s policies. Similar conceptualizations are entirely missing from the Czech data. By contrast, Czech readers interpret the new experience of the British people as essentially confirming their own pre-existing anti-Roma sentiments.

It is argued that the different discourses stem from different local situations, with the current Czech discourse reflecting a peculiar form of prejudicial thinking that developed in the late 1990s as a result of the first Roma-related problems which, despite being local, had an international dimension because of the country’s entry into the EU in 2004.

## **EU citizen-engagement in shaping a European visual identity: In search of macro- and micro-specificity in the 2012 “Life Story Challenge”**

Camelia **Cmeciu** (Danubius University of Galati) and Doina **Cmeciu** (Vasile Alecsandri University of Bacau)  
cmeciu75@yahoo.com; dcmeciu@yahoo.com

Studies on Europeanization mention a twofold deficit: a democratic deficit (a vertical Europeanization as instances of top-down, Machill, Beiler, & Fischer, 2006: 78) and a symbolic deficit (a symbolic distance between Central and Eastern Europeans and Western Europeans; a sign of emptiness associated within Europe, Pribersky, 2006). European Years (EY) may be included among other attempts to gain people's interest and trust by “going local”. The “Life Story” virtual competition, part of the European Year for Active Ageing and Solidarity between Generations (2012), was a means of turning European citizens from passive consumers of European information into creative content generators. European citizens could upload photos and stories of “active agers” in order to highlight the role played by old people in families, society and at work.

The photographic images posted by European citizens in the 2012 EY virtual competition will constitute the unit of analysis. The photographic images uploaded in the 59 visual life stories about common people represent “socially constructed knowledges” (van Leeuwen, 2005: 94) about the 2012 EY issue. We will use Paul Verschueren's multilevel model of visual framing analysis, which blends a quantitative and a qualitative methodology.

The comparative study of the photographic images of active agers from different Member States will foreground:

- the visual resources used in the portrayal of active agers across European countries;
- the most active European citizens as visual content generators of specificity and/or genericity;
- the degree in which the visual resources portraying European active agers have the meaning potential of macro-specificity (features of a Member State) and/or of micro-specificity (features of a particular profession or habit);
- the correlation between the European master frames and the Member State typical representations of “active agers”.

## **References**

- Aiello, G. & Thurlow, C. 2006. “Symbolic Capitals: Visual Discourse and Intercultural Exchange in the European Capital of Culture Scheme”, *Language and Intercultural Communication*, 6(2), 148-62.
- Aiello, G. 2007. “The Appearance of Diversity: Visual Design and the Public Communication of EU Identity”. In: J. Bain & M. Holland (eds.), *European Union Identity: Perceptions from Asia and Europe*. Baden-Baden: Nomos, 147-81.
- Aiello, G. 2012. “All Tögethé® Now: The Recontextualization of Branding and the Stylization of Diversity in EU Public Communication”. *Social Semiotics*, 22(4), 459-86.
- Kress, K., & Van Leeuwen, T. 2006. *Reading Images: The Grammar of Visual Design* (2nd ed.). London, New York: Routledge.
- Machill, M. Beiler, M., & Fischer, C. 2006. “Europe-Topics in Europe's Media. The Debate about the European Public Sphere: A Meta-Analysis of Media Content Analyses”. *European Journal of Communication*, 21(1), 57-88.
- Pribersky, A. 2006. “Europe as a Symbol in Political Image Constructions”. *Semiotica*, 159(1/4), 143-50.
- Van Leeuwen, T. 2005. *Introducing Social Semiotics*. London, New York: Routledge.
- Verschueren, P. 2012. *Picturing Afghanistan: The Photography of Foreign Conflict*. New York: Hampton Press.

-----  
Several attempts have been made in order to reduce the symbolic deficit associated with the European Union: Koolhaas' barcode concept proposal for the EU flag in 2004 (Pribersky, 2006; Aiello, 2007), the *European Capital of Culture* (Aiello, Thurlow, 2006), and the 2007 EU birthday logo competition (Aiello, 2012)

## **The discursive construction of social actors in social conflicts: A critical corpus-based comparison of alternative and mainstream news discourse**

Roel Coesemans (University of Leuven, Campus Antwerp) and Paul Sambre (University of Leuven, Campus Antwerp)

roel.coesemans@kuleuven.be; paul.sambre@arts.kuleuven.be

**Context** – Social actors constitute a well-known discursive device to refer to individuals or groups in institutional discourse. Therefore, they have become popular in CDA methodology (Baker et al. 2013, KhosraviNik 2010, Köller 2009, Van Leeuwen 1996). Most analyses have concentrated on the representation of social actors in political and mainstream media discourse. Social actor analysis in news coverage of socio-economic issues (Mattoni 2013) is rare, especially in the context of alternative news media. Nevertheless, such media often aim at representing other voices, i.e. grassroots activists, trade unions or other information sources, claimed to be neglected by so-called traditional news media (Atton & Wickenden 2005, Bolton 2006).

**Objective** – This paper provides a systematic account of the discursive representation of social actors in a Belgian alternative news website *DeWereldMorgen.be* in contrast to the leftist broadsheet *De Morgen*. Our case study pertains to the closure of the Belgian car company Ford Genk in 2012. Zooming in on relations between the social partners involved in negotiations about job loss and labour disputes against the backdrop of economic crisis in the European car industry, we examine whether the alternative news website succeeds in representing (differently) different actors as compared to the newspaper *De Morgen* as benchmark.

**Corpus and method** – Our corpus comprises all news articles about Ford Genk in the two-month period after the unexpected announcement of the plant's shutdown. After subdividing our sample in different genres of news reporting (hard news reports, opinion articles, blogs, features, ...), we systematically inventoried all references to social actors. First, we retrieved relevant keywords and then we coded them into subclasses of social actors, such as trade unions, employers, employees, politicians and experts.

**Expected results** – Our analysis leads to a quantitative account of the social actors involved, supporting a more qualitative analysis of variation in discursive process types actor participant roles: salient social actors are further analyzed in terms of the agentive or patient status they take in transitive event construal (Li 2011, Hart 2013) in order to display interrelationships of equality and inequality between those actors.

## **References**

- Atton, C. & Wickenden, E. 2005. "Sourcing routines and representation in alternative journalism: A case study approach". *Journalism Studies*, 6(3), 347-359.
- Baker, P., Gabrielatos, C. & McNery, T. 2013. "Sketching Muslims: A corpus driven analysis of representations around the word 'Muslim' in the British press 1998–2009". *Applied Linguistics*, 34(3), 255-278.
- Bolton, T. 2006. "News on the net: A critical analysis of the potential of online alternative journalism to challenge the dominance of mainstream news media". *Scan Journal*, 3(1)  
[http://scan.net.au/scan/journal/display.php?journal\\_id=71](http://scan.net.au/scan/journal/display.php?journal_id=71)
- Hart, C. 2013. "Event-construal in press reports of violence in two recent political protests: A cognitive linguistic approach to CDA". *Journal of Language and Politics*, 12(2), 400-423.
- KhosraviNik, M. 2010. "Actor descriptions, action attributions, and argumentation: Towards a systematization of CDA analytical categories in the representation of social groups". *Critical Discourse Studies*, 7(1), 55-72.
- Köller, V. 2009. "Analysing collective identity in discourse: Social actors and contexts". *Semen*, 27.
- Li, J. 2011. "Collision of language in news discourse: a functional-cognitive perspective on transitivity". *Critical Discourse Studies*, 8(3), 203-219.
- Mattoni, A. 2013. "Repertoires of communication in social movement processes". In: B. Cammaerts et al. (eds.), *Mediation and Protest Movements*. Bristol/Chicago: Intellect, 39-56.
- Van Leeuwen, T. 1996. "The representation of social actors". In: C.R. Caldas-Coulthard & M. Coulthard (eds.), *Text and Practices: Readings in Critical Discourse Analysis*. London: Routledge, 32-70.

## **Identity representation strategies in counter-hegemonic discourse of Spanish crisis (2011-2013)**

Laura Collazo Durán (Universidade de Vigo)

lauracollazoduran15@gmail.com

Social movements always arise for some reason and, among other things, they enable the expansion of horizons or the adoption of new perspectives. In Spain has had a major impact the “15-M movement” – also called “Indignados” or “Spanish Revolution”. It seems interesting to treat it as an object of study because it is a contemporary social and political discourse. Besides, the fact of studying discourses of political protest let us face problems at first hand, and so we can understand them in a more accurate way.

Due to the newly emerging movement, it has been necessary to build a corpus. The main goal in this task is to collect a proportionate number of texts from both oral and written discourse genre – assemblies, interviews, documentaries, minutes of meetings, manifestos, posts in Facebook and Twitter, journal articles, etc.

The perspective adopted draws on a cross-disciplinary critical discourse study, through the Systemic Functional Grammar and the Critical Discourse Analysis. Following some researches of Fairclough (1989), Duszak (2002), Martin & Rose (2007), Van Leeuwen (2008), Machin & Mayr (2013 [2012]), and Pennebaker (2011), the study of pronouns is considered relevant in Critical Discourse Analysis, as well as, the classification of processes in Systemic Functional Grammar. These two parameters will give us information about how the “15-M movement” represents participants in discourse, how identity is displayed and, hence, it will be able to define and characterize its own ideology.

The study of identity sets out from the identification of participants, as well as representational strategies of social actors – personalisation and impersonalisation, generization and specification, etc. Two main types of participants are “we” and “they” participants: the first one represents members of 15-M movement, and the second one refers to members of government and European politicians.

From the analysis of the data it has been showed, for example, that there is a connection between the participant “they” and negative evaluation, as well as the relation of the participant “we” with material processes. This last relation means that members of the movement consider themselves as people who make real actions and not only evaluate or qualify certain actions, like government does. These results will guide the frame of 15-M movement's ideology.

## **References**

- Duszak, A. (ed.). 2002. *Us and Others: Social Identities Across Languages, Discourses and Cultures. Pragmatics & Beyond* (new ser. v. 98). Amsterdam; Philadelphia: John Benjamins.
- Fairclough, N. 1989. *Language and Power*. Language in Social Life Series. London; New York: Longman.
- Machin, D. & Mayr, A. 2012. *How to Do Critical Discourse Analysis: a Multimodal Introduction*. Los Angeles: SAGE.
- Martin, J. R. & Rose, D. 2003. *Working with Discourse: Meaning Beyond the Clause*. Continuum.
- Pennebaker, J. W. 2011. *The Secret Life of Pronouns. What Our Words Say about Us*. New York: Bloomsbury Press.
- <http://www.contentreserve.com/TitleInfo.asp?ID={77A3E7CE-7523-4B1E-ADA9-739C25B37E55}&Format=410>.
- van Leeuwen, T. 2008. *Discourse and Practice: New Tools for Critical Discourse Analysis*. Oxford Studies in Sociolinguistics. Oxford; New York: Oxford University Press.

Mediated Discourse Analysis (MDA) is a recently emerged multidisciplinary theoretical framework traced back to Scollon (1998) which is becoming popular within research in the area of Computer Mediated Communication. In contrast with traditional deterministic approaches, MDA holds that the affordances of a medium (see Hutchby 2001) do not determine the actions that can be taken through it, but merely create tension between what a person wants to do and what can be done (Norris & Jones 2005). By focusing on this tension, the framework of MDA promises insight into the ways people use new media creatively for their purposes.

MDA is especially well suited to analysing video-mediated communication (VMC) because despite efforts to make VMC as close as possible to face-to-face interaction, there is a clear mismatch between the repertoire available in VMC and face-to-face. I suggest that instead of focusing on how VMC ‘fails’ to recreate a face-to-face conversation, it may be more productive to analyse the meaning-making practices users have developed which are exclusive to this medium.

After introducing the basic concepts of MDA I will illustrate the benefits of the framework by analysing recordings I have collected for my PhD research. These recordings were made by students as part of their coursework for a module on Digital Literacies. They were asked to interview other students about their experiences with digital media and to compare interviews carried out through VMC and instant messaging. The recordings capture how students manage the unfamiliar task of interviewing someone in a situation familiar to them – talking to their friends using VMC. My analysis will consider openings, closings, repairs, and changing and establishing footing (Goffman 1981). Apart from the recordings, I will also take into account students’ reflections on their interviews.

## References

- Goffman, E. 1981. *Forms of Talk*. Philadelphia: University of Pennsylvania Press.
- Hutchby, I. 2001. *Technologies, Texts and Affordances*. *Sociology*, 35(2), 441–456. Available at: <http://soc.sagepub.com/cgi/doi/10.1177/S0038038501000219> [Accessed November 22, 2012].
- Norris, S. & Jones, R.H. (eds.). 2005. *Discourse in Action: Introducing Mediated Discourse Analysis*. London and New York: Routledge.
- [http://urania-nf.hu/esemenyek/76/2014/04/23/\\_450-eve-szuletett-william-shakespeare](http://urania-nf.hu/esemenyek/76/2014/04/23/_450-eve-szuletett-william-shakespeare)
- Scollon, R. 1998. *Mediated Discourse as Social Interaction: A Study of News Discourse*. London and New York: Longman.

## **Discoursing on Occupational Mobilities and Educational Provision in Australia and Europe: National and International Implications of Researching the Learning Outcomes of the Children of Fly-In/Fly-Out and Drive-In/Drive-Out Workers**

Patrick **Danaher** (University of Southern Queensland), Romina **Jamieson-Proctor** (University of Southern Queensland), Marc **Clara** (University of Southern Queensland), Amy **Antonio** (University of Southern Queensland) and Charlotte **Brownlow** (University of Southern Queensland)  
patrick.danaher@usq.edu.au; romina.jamieson-proctor@usq.edu.au

The phenomenon of the fly-in/fly-out and drive-in/drive-out workforce, whereby large numbers of workers enter regional and rural towns to work in agricultural and mining industries for designated time periods and then return to their homes, is relatively recent in Australia and Europe. Yet this particular phenomenon is part of a much older and long-running set of forms of occupational mobilities, including those involving barge workers, circus performers and fairground people. Those occupationally mobile groups have experienced significant continuing inequality, discrimination and otherness that have represented distinctive manifestations of global economic discourses, neoliberalism and late capitalism.

A crucial dimension of that inequality has been the disjuncture among the specialised rhythms of the particular forms taken by the occupational mobility, the associated residential patterns and the available types of educational provision. Based on this disjuncture, many occupationally mobile communities have had to choose between having their children with them on their travels as they work and those children receiving limited formal education on the one hand and the children receiving mainstream educational provision at the cost of living separately from their families on the other hand. By contrast, with the fly-in/fly-out and drive-in/drive-out workforce, the family unit generally remains intact while one of the parents moves away from home for the duration of the work. While this form of occupational mobility often yields financial benefits for the family, it also changes the family dynamic in ways that might impact on the children's educational experiences and outcomes.

This paper draws on empirical data from an exploratory case study of a group of fly-in/fly-out and drive-in/drive-out families in a regional area in Queensland, Australia. The data analysis is augmented by reference to published scholarly literature from selected European countries. The analysis is framed by discourses of occupational mobilities and educational provision, informed by the disciplines of cultural studies, economics, educational psychology and the sociology of education. The paper's findings are interpreted against the backdrop of wider economic, political and sociocultural developments in Australia and Europe, including the continuing impact of the global financial crisis, changing family demographics, and the tensions and creative possibilities attending educational policy-making related to equality, diversity and enhanced learning, work and life outcomes for all.

## **Process- and tool-driven business forecasting: internal business (sales) discourse**

Anna **Danielewicz-Betz** (University of Aizu)

anna.danielewicz.betz@gmail.com

This paper aims to bridge the gap between secondary and primary business discourse. It engages with actual language use to demonstrate that a context-sensitive, ethnographic and discourse analytic approach to naturally occurring language data provides an invaluable insight into communication in corporate environment, in this case mainly business tool-mediated and via tool-related discourse by means of emails and conference calls.

The focus is on Customer Relationship Management (CRM) forecasting application, the central and most important tool in business organisations of today, where all the daily business processes, workflows, and procedures are driven by tools. The direct discourse within the tool domain is often accompanied by the tool-related discourse to do with various stages of a given deal, e.g. via emails and confcalls.

The theoretical framework applied is mainly that of Critical Discourse Analysis (CDA) (Chilton 2004; Hart and Lukes 2007; Koller 2005, 2012; van Dijk 2003, 2009). The linguistic evidence from management-employee data set reflects unequal distribution of power, leading to marginalisation (or rather limitation to an assigned role and discourse frames) and/or suffering of certain individuals or groups of employees (via condensation, intimidation, warnings, job insecurity, redundancies, etc.).

In my pragmatic (mixed qualitative/quantitative) analysis, performed in the context of naturally occurring business discourse, I seek deviations from what has been defined as normative 'business discourse' (cf. Bargiela-Chiappini et al 2013). The questions that arise are: What are those alleged norms of business discourse? Do they exist, or do 'business is business' and 'profit at any price' justify any means of business conduct, as reflected in language? Additionally, what is the perlocutionary effect of business-driven speech acts, in particular directives, i.e. subsequent events that occur after or because of a given utterance (Thomas 1995)?

## **Communicative Competence vs. Intercultural Competence: Ideological Contradictions in Japanese Foreign Language Teaching Policies**

Chisato **Danjo** (Northumbria University) and Mamiko **Noda** (University of London)

chisato.danjo@northumbria.ac.uk

Teaching English is inevitably ideological (Pennycook, 1998; 2001), and it is more so within Japan's highly centralised education system, where government ideologies are embedded in both the objectives and particular teaching methods laid down in the *Course of Study (CS)*.

Compared to previous iterations, the current revision of the *CS* - implemented from 2011 - places significant emphasis on 'foreign language' education, where 'foreign language' is primarily understood as 'English language' education. The number of English classes at lower-secondary level has been increased by 30%, and a stipulation that all classes at upper-secondary level be taught exclusively through English has been introduced for the first time. Furthermore, the starting age of English language education has been lowered in primary school level, with the introduction of activity-based 'foreign language' classes.

Employing Critical Discourse Analytical frameworks from Fairclough (1992, 2003) and the Discourse-Historical Approach (Reisigl and Wodak, 2001), this paper aims to explore the conceptions behind, and rationale for, Japanese foreign language education policy, especially as they relate to the perceived dominant communicative methodologies for achieving these targets, and to scrutinise the consistency and coherence between the rationale and its related methodologies. By comparing analysis of the guidelines set by the current *CS* for primary, lower, and upper secondary education levels, this study represents an addition to previous literatures which have focused on each level independently, and attempts to capture a more holistic view of official foreign language policy.

The paper uncovers certain gaps and contradictions between *CS* at each level in terms of the set aims and teaching methods. On the one hand, at primary level, the Japanese government promotes understanding of 'foreign' cultures, vis-à-vis Japanese culture, as a principal aim in the subject 'foreign language' activities; on the other hand, at secondary school level, the Japanese government shifts the emphasis to fostering communicative competence of 'English' as an international lingua franca by adopting a more communication-oriented method. It is an argument of this paper that these differences at each school level are indicative of the way Japanese language education policy reinforces contradictory ideologies of 'nationalism' and 'neoliberalism' in language education.

## **References**

- Fairclough, N. 1992. *Discourse and Social Change*. Cambridge: Polity Press.
- Fairclough, N. 2003. *Analyzing Discourse: Textual Analysis for Social Research*. London: Routledge.
- Reisigl, M. & Wodak, R. 2001. *Discourse and Discrimination: Rhetorics of Racism and Antisemitism*. London: Routledge.
- Pennycook, A. 1998. *English and the Discourses of Colonialism*. New York: Routledge.
- Pennycook, A. 2001. *Critical Applied Linguistics: A Critical Introduction*. Mahwah, NJ: Lawrence Erlbaum Associates.



**Integrating migrants in Europe: the EU's 'viewpoint' from a legal perspective**  
Stefania D'Avanzo (University of Naples "L'Orientale")  
sdavanzo@unior.it

The study is aimed at investigating lexical choices adopted by the EU in a corpus of legislative and institutional instruments in favour of integration of migrants. Integration is defined as a dynamic, two-way process of mutual accommodation by migrants and by the societies that receive them. In this regard, the principles stress the importance of access to employment, acquisition of basic knowledge of the host society's language, history, and institutions, efforts in education, equal access to institutions, goods and services and non-discrimination (EU initiatives supporting the integration of third-country nationals 2011). Notwithstanding, integration seems to be a difficult goal to be achieved by the EU, particularly from a legal perspective. More specifically, some previous studies (D'Avanzo 2012; Polese / D'Avanzo 2011) revealed that the European Union has not yet developed an effective legislation aimed at protecting migrants as Member States failed to share a common policy on receiving them. In particular, vagueness of lexis in EU Directives from 2001 to 2005 aimed at protecting migrants' rights seemed to contribute to their exclusion rather than inclusion. Thus, the attention here is devoted to further explore the concepts of protection and 'integration' adopted by the EU to deal with migrants' fundamental rights. More particularly, importance will be given to evaluation and vagueness implicit in some key-words and phraseology in legislative and institutional texts on integration from 2006 to 2013. In short, the general assumption here is that lexical choice employed by the EU may be responsible of lack of legal efficacy of legislation in favour of integration of migrants. As Gavazzi 1956/1994, in Antelmi 2007: 101 asserts, "[...] the possibility of recognizing legal rights depends on a dynamic process of interpretation of legal texts that have to be considered within the communicative and social context which has generated them".

## **How the populist radical right delegitimizes critical journalists: a discourse-theoretical analysis of Vlaams Blok/Belang rhetoric about the media (1978-2013)**

Benjamin De Cleen (Vrije Universiteit Brussels)

benjamin.de.cleen@vub.ac.be

The media are central to the politics of and against the populist radical right (PRR), not only as an arena for PRR and anti-PRR rhetoric, but also as actors in and objects of the discursive struggle between the PRR and its opponents. PRR parties have accused mainstream media of treating them unfairly. Competing political parties and anti-racists have criticised the media's purportedly uncritical and excessive coverage of the PRR. And media have reflected on their attitude towards the PRR, navigating between on the one hand commercial imperatives, news values, and key journalistic values such as objectivity, and on the other hand democratic values.

Debate on how media *should* deal with the PRR has been an integral part of the discursive struggle of and against such parties, but has received only cursory academic attention. There is a relatively small body of – mainly quantitative but also discourse analytical – work on media coverage of the PRR. Discourse studies has also paid much attention to PRR rhetoric, but has not systematically studied PRR rhetoric about the media.

This paper presents a discourse-theoretical analysis (Carpentier & De Cleen 2007) of the rhetoric of the Flemish Vlaams Blok/Belang (VB) about the media, focusing on a number of critical discourse moments (Chilton 1987, Carvalho 2005) since the foundation of the party in the late 1970s. Studying media material and VB propaganda, it shows how the VB's rhetoric on the media is connected to the party's broader populist, nationalist, conservative and authoritarian rhetoric. Given the centrality of the signifier democracy in the debate, particular attention is paid to the VB's claim on the signifier democracy. As a party accused of being undemocratic and therefore deserving a different (media) treatment than other parties, the VB has increasingly moved away from speaking in a blatantly authoritarian fashion towards a populist and formally democratic rhetoric. It turns the signifier democracy against its political opponents, but also against the media, by accusing them of being part of a politically correct elite that is far removed from 'the people' and that does not live up to journalistic values such as objectivity, impartiality, and truth.

### **References**

- Carpentier, N. & De Cleen, B. 2007. "Bringing discourse theory into media studies". *Journal of Language and Politics*, 6(2), 265-293.
- Carvalho, A. 2008. "Mediat(ed) discourse and society". *Journalism Studies*, 9(2), 161-177.
- Chilton, P. 1987. "Metaphor, Euphemism, and the Militarization of Language". *Current Research on Peace and Violence*, 10, 7-19.

## Discursive identities and the use of Twitter: A comparison between UK, French and Spanish members of the European Parliament during a pre-campaign period

Barbara De Cock (Université Catholique de Louvain) and Sandrine Roginsky (Université Catholique de Louvain)  
barbara.decock@uclouvain.be; sandrine.roginsky@uclouvain-mons.be

Twitter (a 140 characters microblogging site) has become the latest online communications technology adopted by Members of the European Parliament (MEPs). We analyze the multiple ways in which French, Spanish and UK MEPs construct their identity as an individual and as a (political, national, institutional) group member through Twitter. Wodak argues indeed that “identities can be used as resources in discourse” (2011: 111), while Graham et al. (2013) claim that Twitter provides “an easy, convenient, controllable way of communicating personality or hinterland”. Adopting a linguistic and communication studies approach, our analysis focuses on the crucial pre-campaign period (October 2013-February 2014), when MEPs are still negotiating their position on the 2014 electoral lists and thus need to combine party representation with individual profiling.

On the one hand, we look into changes in footing (Goffman 1981) and the use and frequency of linguistic strategies for political identity construction (Zupnik 1994, Fetzer & Bull 2008, Blas Arroyo 2011). Thus, we will show that not only self-reference but more crucially generalizing strategies and abstract references to the party contribute to the discursive identity construction. On the other hand, we look into the wide array of communication strategies available on Twitter (Jackson & Lilleker 2011, Saebo 2011, Grusell & Nord 2012), which is the *front stage* where the politicians’ performance takes place (Goffman 1959). Taking into account the technical affordances of the digital network (Paveau 2012, 2013), we will show that not only the tweets but also the use of party- or institution-specific hashtags (Bruns & Burgess 2011) and the tweeter’s profile description play a part in constructing the discursive identity.

Finally, the study of MEPs from three different member states allows for a contrastive linguistics approach and for studying the impact of the national context (Moe & Larsson 2013) on the way in which MEPs profile themselves. We thus show the importance of language for the analysis of Twitter as a socio-technical communication apparatus (Williams & al. 2013, Barton & Lee 2013).

## References

- Barton, D. & Lee, C. 2013. *Language Online. Investigating Digital Texts and Practices*. London & New York: Routledge.
- Blas Arroyo, J. L. 2011. *Políticos en conflicto: una aproximación pragmático-discursiva al debate electoral cara a cara*. Frankfurt am Main: Peter Lang.
- Bruns, A. & Burgess, E. 2011. “The use of Twitter hashtags in the formation of ad hoc publics”. Paper presented at *6th European Consortium for Political Research General Conference*, 9. University of Iceland, Reykjavik. <http://eprints.qut.edu.au/46515>
- Fetzer, A. & Bull, P. 2008. “‘Well, I answer it by simply inviting you to look at the evidence’. The Strategic Use of Pronouns in Political Interviews”. *Journal of Language and Politics*, 7(2), 271-89.
- Goffman, E. 1981. *Forms of Talk*. Philadelphia: University of Pennsylvania Press.
- Goffman, E. 1959. *Presentation of Self in Everyday Life*. Garden City, NY: Doubleday Anchor.
- Graham, T. Jackson, D. & Broersma, M. 2013. “New platform, old habits? Candidates’ use of Twitter during the 2010 British and Dutch general election campaigns”. Paper presented at *ECREAN Political Communication Section Conference, Milan*.
- Grusell, M. & Nord, L. 2012. “Three attitudes to 140 characters: The use and views of Twitter in political party communications in Sweden”. *Public Communication Review*, 2(2), 48-61.
- Jackson, N. & Lilleker, D. 2011. “Microblogging, Constituency Service and Impression management: UK MPs and the Use of Twitter”. *Journal of Legislative Studies*, 17(1), 86-105.
- Moe, H. & Larsson, A. 2013. “Untangling a complex media system: A comparative study of Twitter-linking practices during three Scandinavian election campaigns”. *Information, Communication & Society*, 16(5), 775-794.
- Paveau, M.-A. 2013. “Technodiscursivités natives sur Twitter. Une écologie du discours numérique”. *Epistémé*, 9, *Revue internationale de sciences sociales appliquées*. Séoul: Université Korea – Center for Applied Cultural Studies, 139-175.
- Paveau, M.-A. 2012. *Genre de discours et technologie discursive. Tweet, twittécriture et twittérature*. <http://hal.archives-ouvertes.fr/hal-00824817>
- Pelissier, N. & Gallezot, G. 2013. *Twitter. Un monde en tout petit?* Paris: L’Harmattan.
- Saebo, O. 2011. “Understanding Twitter Use among Parliament Representatives: A Genre Analysis”. In: E. Tambouris, A. Macintosh & H. de Bruijn (eds.), *Electronic participation: Third IFIP WG 8.5 International Conference, ePart 2011*. Berlin: Springer, 1-12.
- Williams S.A., Terras, M. & Warwick, C. 2013. “What people study when they study Twitter: classifying Twitter related academic papers”. *Journal of Documentation*, 69(3).

Wodak, R. 2011. *The Discourse of Politics in Action*. Palgrave Macmillan.

Zupnik, Y.-J. 1994. "A Pragmatic Analysis of the Use of Person Deixis in Political Discourse". *Journal of Pragmatics*, 21, 339-83.

## **Structural and interactional orders of institutional talk: A framework for the study of power and identity as members' accomplishments within conversation analysis**

Eva De Smedt (Vrije Universiteit Brussel)

Eva.De.Smedt@vub.ac.be

This paper deals with the virtues and shortcomings of conversation analysis (CA) in relation to the study of social-cultural categories in institutional forms of interaction and claims for bringing issues of power and identity more explicitly into its analytic frame. As an endogenous and inductive methodology, CA provides the analytic tools with which to scrutinise how interactional participants are constantly engaged in showing dynamic orientations to the local relevancies of interaction. Instead of considering social-cultural categories such as power and identity as incontestable and fixed presumptions of talk-in-interaction, CA intends to show how such categories are being made relevant within routinized local practices. Paradoxically, however, CA practitioners have predominantly shown a reticence towards the explicit study of "power" or "identity" within interactional settings, as such contextual phenomena are allegedly all too often associated with deterministic approaches to context. As a consequence, CA lacks concrete guidelines on how to deal with the analysis of social-cultural features in a given social context, not at least in institutional settings.

This paper brings this contested practice of "ethnomethodological indifference" (Garfinkel & Sacks, 1970: 345) into question and proposes an alternative framework that opens up new possibilities for analysing contextual features as members' accomplishments. In line with authors such as Hutchby (1996 & 2006), Silverman (1997) and Thornborrow (2002), the paper explicitly opts to bring issues of power and identity on the agenda of CA and proposes an alternative framework. It is suggested that an analytic distinction between the structural and interactional orders of institutional talk can make room for a more realistic and balanced approach to the analysis of social-cultural categories in talk-in-interaction. Hence, the study takes an inclusive approach situating power and identity at both a structural and interactional level, i.e. as being partly embedded within social context and as needing to be interactionally achieved and negotiated in order to be effectuated. The aim is to propose a heuristics for the micro-analytic study of power and identity in institutional contexts that allows for uncovering what is regularly "seen but unnoticed" (Garfinkel, 1967: 57), while not being blind to the structuring power of institutions.

### **References**

- Garfinkel, H. 1967. *Studies in Ethnomethodology*. Englewood Cliffs: Prentice-Hall.
- Garfinkel, H. & Sacks, H. 1970. "On formal structures of practical action". In: J. D. McKinney & E. A. Tiryakian (eds.), *Theoretical Sociology*. New York: Appleton Century Crofts, 337-366.
- Hutchby, I. 1996. *Confrontation Talk. Arguments, Asymmetries, and Power on Talk Radio*. Mahwah, New Jersey: Lawrence Erlbaum.
- Hutchby, I. 2006. *Media Talk. Conversation Analysis and the Study of Broadcasting*. Maidenhead: Open University Press.
- Silverman, D. 1997. *Discourses of Counselling: HIV Counselling as Social Interaction*. London: Sage.
- Thornborrow, J. 2002. *Power Talk: Language and Interaction in Institutional Discourse*. Harlow: Pearson Education.

## **The discursive construction of success in education**

Eliza de Waal-Stevens (New Zealand Council for Educational Research)

Liesje.Stevens@nzcer.org.nz

While education is generally highly valued, the ideals and purposes, or indeed what is considered successful education is rarely clearly defined, nor commonly understood. Internationally, educational success is increasingly discussed in terms of tests and rankings, such as PISA. These have promoted the initiation of radical reforms such as those experienced in New Zealand. As part of the reform process, educational discourse has been reconstructed to emphasise accountability and efficiency (Biesta, 2009). While this new language foregrounds the economic advancement and competitive advantages to be gained through education, it has also marginalised traditional core notions of education, including social equity, citizenship and democracy. Consequently, questions are now being asked about whether current notions of education can adequately prepare students for a future that is often described as uncertain, complex and increasingly focussed on technology (Gilbert, 2005). With this context in mind, I examined the largely taken-for-granted concept of *success in education* in a range of contemporary public discourses in New Zealand. The data for this study included foundational documents from the NZ Ministry of Education, media releases, and reported newspaper articles. As Openshaw (2009) affirms, Critical Discourse Analysis provides a useful framework with which the linguistic constructions associated with *success* could be examined in detail, and considered in a wider social and historical context. The results of this research identified seemingly innocuous language features that not only encourage, but construct, certain ways of thinking about education. These language mechanisms go largely unnoticed, but nevertheless undermine democratic views of education and its role in society. The result is a discourse in which the conflict between deep-seated social values and newly dominant economic values is masked. This means that debate about desired purposes and directions for successful education becomes a series of fragmented issues, short-term solutions and political strategies and blame for perceived lack of achievement. This kind of response makes it impossible for key participants in educational debates to make progress towards a coherent and effective educational framework for the future that is based on shared societal values. This is an issue for future education both nationally and internationally.

## **References**

- Biesta, G. 2009. "Good education in an age of measurement: on the need to reconnect with the question of purpose in education". *Educational Assessment, Evaluation and Accountability*, 21, 33-46.
- Gilbert, J. 2005. *Catching the Knowledge Wave: The Knowledge Society and the Future of Education*. Wellington: NZCER.
- Openshaw, R. 2009. *Reforming New Zealand Secondary Education: The Picot Report and the Road to Radical Reform*. NY: Palgrave Macmillan.

## **Too urgent for a democratic debate? An analysis of the discursive construction of ‘a sense of urgency’ within the debate on the energy issue**

Karel Deneckere (Vrije Universiteit Brussel)

karel.deneckere@vub.ac.be

Just as in many debates on global environmental risks, ‘urgency’ is seemingly a constant in the media discourse on the energy issue. This paper analyzes how ‘urgency’ is discursively constructed in the newspaper coverage on the debate on energy in Flanders and how its application has evolved since the early 1970s, to which the state of crisis can be traced back.

Media researchers have demonstrated an increasing interest in the media representation of the energy issue. Their approaches to the topic were, however, predominantly quantitative. Applying critical discourse analysis (Fairclough & Wodak, 1997; Wodak, 2004) and discourse theoretical analysis (Carpentier & De Cleen, 2007) on three critical discourse moments (i.e. the oil crisis in 1973, the Chernobyl nuclear disaster in 1986 and the Belgian debate on the nuclear phase-out in 2003), we problematize the use of ‘urgency’ in the coverage about the energy issue in four Flemish newspapers (*De Standaard*, *De Morgen*, *Het Laatste Nieuws* and *De Tijd*). We investigate, firstly, how newspapers create a ‘sense of urgency’ and, secondly, how this facilitates or obstructs real democratic debate.

This ‘sense of urgency’ manifests itself in obvious (‘urgent’) and less obvious (‘meeting targets’, ‘looming deadlines’) formulations. We compare the coverage over a diachronical axis, providing us with insights in the evolution of the application of the concept. Comparing the newspaper coverage also over a synchronical axis allows us to find differences in its ideological use (Carvalho, 2005, 2007).

The discourse on ‘urgency’ constructs an apparent consensus, rejecting disagreement as almost ‘immoral’. Until today, however, neither has any significant progress on the matter been made, nor has the ‘crisis’ become less dramatic. Using Mouffe’s (2000, 2005a, 2005b) theory on radical democracy, we consider ‘urgency’ as a rhetorical instrument in a discourse contributing to unifying ‘humanity’ against the ‘energy-challenges’. It also diverts our attention from the need for a real democratic debate on the matter. Whilst the goals are agreed upon, the political way to achieve them is often – possibly deliberately – left unarticulated. This obviousness suggests that a politicized democratic debate is inefficient, because it is needlessly time-consuming, and therefore not desirable.

## **References**

- Carpentier, N. & De Cleen, B. 2007. “Bringing Discourse Theory into Media Studies. The Applicability of Discourse Theoretical Analysis (DTA) for the Study of Media Practices and Discourses”. *Journal of Language*, 6(1), 265-293.
- Carvalho, A. 2005. “Representing the Politics of the Greenhouse Effect: Discursive Strategies in the British Media”. *Critical Discourse Studies*, 2(1), 1-29.
- Carvalho, A. 2007. “Ideological Cultures and Media Discourses on Scientific Knowledge: Re-reading News on Climate Change”. *Public Understanding of Science*, 16(2), 223-243.
- Fairclough, N. & Wodak, R. 1997. “Critical Discourse Analysis”. In: T. van Dijk (ed.), *Discourse as Social Interaction*. London/Thousand Oaks/New Delhi: Sage, 258-294.
- Mouffe, C. 2000. *The Democratic Paradox*. London/New York: Verso.
- Mouffe, C. 2005. *On the Political*. London: Routledge.
- Mouffe, C. 2005. *The Return of the Political*. London: Verso.
- Wodak, R. 2004. “What CDA is about”. In: R. Wodak & M. Meyer (eds.), *Methods of Critical Discourse Analysis*. London: Sage.

## **Metaphor and Myth: Constructing an Ideological Framework for the Place and Role of the US in the World**

Frederick J. DiCamilla (Indiana University Purdue University Indianapolis)  
fdicamil@iupui.edu

This paper reports on a study of the US Senate Foreign Relations Hearings to consider the nominations of Madeleine Albright, Condoleezza Rice, and Hillary Clinton for the position of United States Secretary of State. The study focuses on the use of metaphor and myth by these prominent political figures to construct a shared, predominant ideological framework for the role of the US in the world. The presentation consists of two major components. The first is the delineation of a theoretical foundation and methodological approach that draws on two complementary approaches to the study of language, mind, and culture. One is based on the work of Lev Vygotsky and the theory of mind, language, and culture based on his research, commonly known as Sociocultural Theory (SCT). A primary claim of this theory is that human activity, including crucially our mental activity, is mediated by cultural factors that amplify our biologically endowed mental and physical capacities. Among these cultural artifacts are symbolic tools, conceptual metaphors, and concepts in general, including myths. The other approach to the study of language, mind, and culture is a cognitive linguistic approach to the study of metaphor. This approach to conceptual metaphor fits well with a sociocultural approach in two important respects: 1) many cognitive linguists are expanding their study of the cognitive and/or conceptual nature of metaphor to include the examination of cultural experience; and 2) semantics plays a key role in cognitive linguistics, as it does in SCT research.

The second component of the presentation is an analysis of the discourse that comprises the three respective Senate hearings. Using the analytical tools of cognitive linguistics and SCT, I examine the discourse for myths and for semantic concepts (e.g. ANIMACY, CAUSE and AGENCY) that entail, and thus provide evidence of, conceptual metaphors for the US that form an ideological framework for its place and role in the world.



## **All the Presidents' women. Language and gender at 2012 US political conventions**

Laura **Di Ferrante** (Texas A&M University-Commerce) and Sergio **Pizziconi** (ITTL of Rome Francesco De Pinedo)

lauradiferrante@gmail.com; sergio6837@gmail.com

Women supporting candidates at the US presidential campaign realize discursive strategies that personalize politics “through personal lifestyle value” (Bennett 2012) and their (private, but meant to be) media images.

Our research cross-sectionally explores if and how political discourse varies when women speakers belong to different parties and to different ethnic groups as well.

In this paper, we present the findings of a qualitative and quantitative analysis in which ethnicity, gender, and political affiliation have been regarded as interdependent competing constraints in determining rhetorical strategies (Edwards 2009) and lexical choices.

We analyzed a corpus of four supporting speeches delivered at the US Republican and Democratic conventions in 2012 by Michelle Obama's, Jennifer Granholm's, who sustained Barack Obama and Ann Romney's, and Mia Love's, who talked in favor of Mitt Romney. Therefore, in each pair of women speakers, distinguished by political affiliation, the two ethnic groups are both represented.

Our study, which conjugated corpus linguistics and critical discourse analysis approaches to political discourse (Fairclough & Fairclough 2012), revealed that the linguistic strategies of the four speakers are affected by their roles:

- a) as women, expressed by gender-based linguistic differences and by rhetorical choices warranting the claim that their candidate can make the best president because of his *ethos*, regardless of his party affiliation;
- b) as ethnically identified actants and actors (Greimas and Courtés 1979) contributing to the actualization of the *American Dream* and evoking two different sides of the same past.

However, these two roles are ultimately superintended by the political affiliation that appears to oppose euphoric and dysphoric moods (Greimas and Courtés 1979). Such moods constitute a stronger defining feature than gender and/or ethnicity.

## **References**

- Bennet, W. L. 2012. “The personalization of politics: political identity, social media, and changing patterns of participation”. *ANNALS AAPSS*, 644, 20-39.
- Edwards, J. L. (ed.). 2009. *Gender and Political Communication in America: Rhetoric, Representation and Display*, UK: Lexington Books.
- Fairclough, N. & Fairclough, I. 2012. *Political Discourse Analysis*. London: Routledge.
- Greimas, A. & Courtés, J. 1979, 1982. *Semiotics and Language: An Analytical Dictionary*. Bloomington: Indiana University Press.

## **Miracle babies, unfit mothers and the fertility bogeyman: discourses of risk, chance and hope in a specialist corpus of infertility texts**

Karen Donnelly (Lancaster University)

k.donelly@lancs.ac.uk; k.donelly@lancaster.ac.uk

Infertility occupies a problematic position as both a social and medical issue (Greil et al. 2010) and despite the prevalence of media, medical and personal texts which proliferate around it there is currently little linguistic research into this topic, particularly in the UK.

The data for this paper comprises three specially built corpora of texts on infertility including; UK newspaper articles from 2006 – 2012 containing the term infertility, websites for fertility clinics from 2012 and UK blogs written by people experiencing infertility from 2006 – 2012, providing a range of perspectives on this topic and allowing triangulation of the discourses identified.

Following Baker (2006), a corpus-assisted, discourse analytical framework is applied to this data examining keywords (significantly frequent terms), collocations (words which frequently co-occur) and concordance lines (words in context) with a particular focus on identifying linguistic traces of discourses (Sunderland, 2004) around possible outcomes, specifically risk, chance and hope.

Initial analysis was carried out using Wordsmith Tools to elicit the top 100 lexical keywords from each corpus, which were then grouped thematically in order to allow comparison across the 3 corpora and guide selection for further study using collocations and concordance lines. The keywords *risk(s)*, *chance(s)* and *hope* were found in 2 or more of the corpora and were selected for further investigation.

Concordance lines were used to study these keywords in context and several linguistic traces were identified pointing to a range of ‘named’ discourses around infertility and risk/hope/chance, this closer analysis also uncovered the differing linguistic manifestations of particular discourses across the text types. The extent to which these named discourses also draw on broader, overarching discourses of social rights/responsibility will also be discussed.

## **References**

- Baker, P. 2006. *Using Corpora in Discourse Analysis*. London: Continuum.
- Greil, A., Blevins-Slauson, K. & McQuillan, J. 2010. “The experience of infertility: A review of recent literature”. *Sociology of Health & Illness*, 32(1), 140–162.
- Sunderland, J. 2004. *Gendered Discourses*. Basingstoke: Palgrave Macmillan.

### **Cross-cultural analysis of persuasion in academic discourse**

Olga **Dontcheva-Navratilova** (Masaryk University)

navratilova@ped.muni.cz; navratilova@kerio.ped.muni.cz

This contribution explores persuasion in academic discourse from a cross-cultural perspective. It argues that the persuasive force of academic discourse reflects the ability of the writer to represent him/herself as a reliable source of information and to persuade the readers that the information conveyed is coherent with the previous knowledge of the participants in the communication (cf. Sperber et al. 2010). The investigation focuses on the genre of research articles and explores a corpus of linguistics articles written by Anglophone writers and Czech linguists. Based on an analysis of the pragmatic functions of deictic pronouns and modal expressions, the study shows that the writers use these linguistic devices for opening a dialogic space in which the speaker strives to construct his/her identity as a member of the global and/or local linguistics discourse community. The findings also indicate that while both Anglophone and Czech linguists exploit the various functions of personal pronouns and modality for strategic purposes, there is cross-cultural variation in the rate and functional specialization of personal constructions and modal expressions which reflects a centre-periphery tension in modern academia.

## **Normalizing Nuclear: A critical discourse analysis of the Oi reactors decision**

Nicholas **Drane** (Boston College)

nickdrane@gmail.com

The proposed paper is a critical discourse analysis of seven online news sources covering the Oi reactors restart decision. These were the first nuclear reactors in Japan to go back online following the March 11<sup>th</sup> 2011 earthquake, tsunami, and nuclear crisis. I argue that the perspective of individuals and groups opposed to the restart are discursively deflected through strategies of over-lexicalization, generalization, and unequal quotation patterns while convenience and economic necessity are framed as neutral social values with potential consequences mitigated or omitted. On a structural level my analysis is informed by Halliday's Systemic Functional Linguistics; particularly notions of transitivity and thematic foregrounding. Here pro-nuclear entities are given roles of agency while participants with anti-nuclear views are given temporal positions. A dehumanized discourse is evident as agents of the restart are entombed under terms like "Japan" and "Tokyo," while individuals opposed are referred to as "the opposition" or omitted altogether. I argue that it is easier for mainstream media to "normalize" the persistence of nuclear power if human agents are replaced by these static terms.

Building on discussions I had while presenting this work at ISLS San Juan, I have expanded the scope of analysis to include new insights. First is the false dichotomy of global and local in post-3/11 discourse. "Local" leaders are essentially without geography and agency while those in positions of power are situated within firm globally-recognized coordinates. Secondly, I draw more strongly on the work of Fairclough, interrogating intertextuality, difference, and assumptions more closely-- seeking to highlight moments when multiplicity of opinions are bracketed by false consensus.

I conclude with a discussion of broader possibilities for critical discourse analysis as a tool for students and citizens seeking to problematize the Fukushima crisis and go beyond the implicit "nuclear village" agenda in online news. Buttressed by insights from this research I also present some possible roles discourse analysis could play in the emerging anti-nuclear movement in Japan and abroad.

**“Thank you, we are leaving”: A case of factual victory and discourse failure**

Ondřej **Dufek** (Institute of the Czech Language, Academy of Sciences of the Czech Republic)  
dufek@ujc.cas.cz

This paper describes the development of a discursive image of the *Děkujeme, odcházíme* (*‘Thank you, we are leaving’*) initiative – a movement which was trying to draw attention to the problems of Czech health care system and achieve their solutions in the years 2010–2011. In the public sphere, there emerged a conflict of two groups represented by hospital doctors on the one side and the Ministry of Health of the Czech Republic on the other side. The media played key role in this conflict, which shaped the discourse by their interpretation of the doctors’ requirements and presented the discourse image to the public.

Using some elements of the theoretical frame of discourse-historical approach to critical discourse analysis, the study analyzes the means of labelling and characterizing the main actors and also some other discourse strategies such as criminalization, threat of crisis or thematization of PR campaign. The subject of analysis is a sample of eighty media texts. Close look shows significant shift of media attention: In the beginning the doctors notified public of three main problematic topics: hospital doctors’ wages, graduate doctors’ educational system, and reimbursement of medical performances ordinance. In the end there was only the problem of money mentioned. The analysis shows how closely related is this thematic transformation of discourse and a decline of public support to the *Děkujeme, odcházíme* movement. This goes hand in hand along with the negative linguistic and discursive depiction of the initiative. The study points out that although the doctors accomplished their demands and won factually, they failed discursively.

## **Reconstruction of the Chilean memory in Villa Grimaldi: Multimodal analysis of a center of detention and torture**

Patricia Baeza **Duffy** (Pontificia Universidad Católica)

duffy402@gmail.com

This paper focuses on a multimodal site, Villa Grimaldi, centre of detention and torture during the Chilean dictatorship (1973-1990). This qualitative study aims to analyze how, over time, this space is recontextualized and resemiotized as site of the memories in relation with the violation of human rights during that historical period. The analysis is carried out from a multimodal valorative space and thus, harmonizes the contributions of the Appraisal Theory (White, 2003; Martin & White 2005; Oteiza & Pinuer, 2012) and the Multimodal Analysis according to the visual grammar approach (Kress & van Leeuwen 2006; O'Toole, 2011; Unsworth, 2006). It is claimed that this place, which has been turned into the Park for Peace, is a "place of memory" in which different multimodal semiotic resources (coupling and convergence between verbal and visual resources) are co-deployed to construct meaning. The results show such resources, combined with Judgement of Social Sanction, graduate affective appraisals, and heteroglossic Engagement assist in the resemantization of the space associated with the changing historical circumstances of the place before and after the 1973 coup d'état.

### **References**

- Achugar, M., Fernández, A. & Fernández, N. 2011. "(Re)presentando El pasado reciente. La última dictadura uruguaya en los manuales de historia". *Discurso & Sociedad*, 5(2), 196-229.
- Bachelard, G. 2000. *La Poética del Espacio*. Buenos Aires: Fondo de Cultura Económica.
- Benjamin, W. 2005. "Desenterrar y recorder". In: R. Vernengo (Trad.), *Ensayos*. Madrid: Nacional, 109-110.
- Bernstein, B. 1990. *The Structuring of Pedagogic Discourse*. Londres: Routledge.
- Bernstein, B. 1999. "Vertical and Horizontal Discourse: An Essay". *British Journal of Sociology of Education*, 20(2), 157-173.
- Halliday, M.A.K. 1994. *An Introduction to Functional Grammar* (2nd ed.) London: Edward Arnold.
- Iedema, R. 2001. "Resemiotization". *Semiotica*, 137(1/4), 23-39.
- Iedema, R. 2003. "Multimodality Resemiotization: Extending the Analysis of Discourse as a Multisemiotic Practice". *Visual Communication*, 2(1), 29-57.
- Jelin, E. 2002. *Los trabajos de la memoria*. Madrid: Siglo Veintiuno.
- Jelin, E. 2007. "La conflictiva y nunca acabada mirada sobre el pasado". In: M. Franco & F. Levín (eds.), *Historia reciente. Perspectivas y desafíos para un campo en construcción*. Buenos Aires: Paidós, 253-279.
- Jelin, E. & Langland, V. 2003. *Monumentos, memoriales y marcas territoriales*. Madrid: Siglo XXI.
- Kress, G. & van Leeuwen, T. 2006. *Reading Images: A Grammar of Visual Design*. London: Routledge.
- Lechner, N. 2002. *Las sombras del mañana. La dimensión subjetiva de la política*. Santiago de Chile: LOM Ediciones.
- Oteiza, T. & Pinuer, C. 2012. "Prosodia Valorativa: Construcción de eventos y procesos en el discurso de la historia". *Discurso & Sociedad*, 6(2).
- O'Toole, M. 1994/2011. *The Language of Displayed Art*. London: Leicester University Press.
- O'Toole. 2004. "Opera Ludentes: the Sydney Opera House at work and play". In: K. O'Halloran (ed.), *Multimodal Discourse Analysis*. London and New York: Continuum International Publishing Group.
- Unsworth, L. 2006. "Towards a metalanguage for multiliteracies education: Describing the meaning-making resources of language-image interaction". *English Teaching: Practice and Critique*, 5(1), 55-76.
- van Leeuwen, T. & Wodak, R. 1999. "Legitimizing Immigration Control: A Discourse-Historical Analysis". *Discourse Studies*, 1(1), 83-118.
- Vitruvio Polión, M. 2009. *Los diez libros de Arquitectura*. Madrid: Alianza.
- Wodak, R. 2011. "La historia en construcción/La construcción de la historia. La "Wehrmacht alemana" en los recuerdos colectivos e individuales de Austria". *Discurso & Sociedad*, 5(1), 160-195.

## **Reconstructing English language textbooks using a CDA approach for character education and an inclusive pedagogy**

Naailah **Duymun-Demirtaş** (University of Kwazulu-Natal) and Rosemary **Wildsmith-Cromarty** (University of Kwazulu-Natal)

naailahd@gmail.com; Wildsmithr@ukzn.ac.za

The English language textbook as a vehicle of linguistic and general knowledge can at times contain information which may not be appropriate for all, using narratives where subjects or characters do not necessarily reflect the diverse identities and realities of the learners in the South African classroom. My focus in this study is on the deconstruction of texts (before eventual re-designing and reconstruction thereof) of Grades 8 and 9 English language textbooks in order to uncover hidden ideologies which could unconsciously impact on learners and influence their general understanding. I am also querying whether or not, the texts are assumed to be only for one type of audience. There seems to be a lack of cognizance that learners could be from various backgrounds and habitus. My main research questions are: What will be revealed through the deconstruction of English Language textbooks in terms of hidden ideologies, power relations, naturalised subject constructions based on narratives and common-sense assumptions? Are these textbooks culturally-biased? What are the values inherent in them? How age-appropriate are these textbooks for Grades 8 and 9 learners? How can the textual fragments be reconstructed and subjects re-imagined and re-presented there, in ways that would open greater access to learners from diverse, multi-cultural backgrounds while simultaneously orienting them humanistically by teaching them values and ethics? Using specific yet eclectic methods of Critical Discourse Analysis: (Fairclough, 2010), Critical Linguistics (Van Dijk, 2008), Multimodal Discourse (Kress & Van Leeuwen, 2001), Hodge & Kress (1993), Thompson's Modes of Operation of Ideology (Thompson, 1984, 1991); Janks's Critical Literacy (2010, 2014), I deconstruct specific texts to uncover how hegemony is construed, how knowledge is assumed to be appropriate, how power relations operate, how reality is assumed and how inclusion or exclusion occurs. Could these deconstructed texts, once interpreted, be later reconstructed to suit a more diverse audience for the purpose of universal values teaching character education and an inclusive pedagogy?

## **Child rights in the context of child abuse and neglect, innovation or family isolation? A critical discursive analysis**

Rochelle **Eimboden** (Sydney Nursing School, University of Sydney) and Trudy **Rudge** (Sydney Nursing School, University of Sydney)

rochelle.eimboden@sydney.edu.au; trudy.rudge@sydney.edu.au

Using Fairclough's (2009) dialectical relational critical discourse approach, this analysis aims to uncover how the family is figured in legal child protection discourses of the United Nations Convention on the Rights of the Child (CRC), and the effects of these figurations. The corpus for this analysis is comprised of excerpts from the CRC, provincial child protection legislation, and interviews with nurses (n=21) conducted as part of a larger study investigating nursing responses to child abuse and neglect in British Columbia, Canada. This analysis shows how these texts operate together to isolate the family from society and construct the family as a site of concentrated responsibility for childrearing, ignoring the social context and deprivations that challenge them. Nurses offer rich descriptions of how ideological understandings of the family are reproduced in and circulated through legal structures, and how these have resulted in a reactive child protection system that complicates their work to support families. The CRC espouses advocacy and participation; however, paradoxically, the most vulnerable children lack agency to assert their rights, and parents too often encounter unrealistic expectations in upholding their children's rights (Chandler, 2002; Pupavac, 2001). Child abuse experts argue that application of a child rights framework shows promise in guiding a reform of state child protection systems (Reading et al., 2009). However, the nurse interview texts offer vivid illustrations of how the hegemony of a child rights discourse diffuses paternalism onto families and across populations. Further, this critical analysis demonstrates how a child rights discourse operates as a technique of exclusion, and exposes these discourses as implicated in dividing practices. Such an analysis appreciates how rights might better be conceived within relations of the collective. While the texts used in this paper are specific to legal structures and nursing practices in British Columbia, analysis of the CRC has international implications for interdisciplinary social service disciplines in jurisdictions with similar approaches to child protection.

## **References**

- Chandler, D. 2002. *Rethinking Human Rights: Critical Approaches to International Politics*. Hampshire: Palgrave Macmillan.
- Fairclough, N. 2009. "A dialectical-relational approach to critical discourse analysis in social research". In: R. Wodak & M. Meyer (eds.), *Methods of Critical Discourse Analysis* (2nd ed.). London: Sage Publications Ltd.
- Pupavac, V. 2001. "Misanthropy Without Borders: The International Children's Rights Regime". *Disasters*, 25(2), 95-112. doi: 10.1111/1467-7717.00164
- Reading, R., Bissell, S., Goldhagen, J., Harwin, J., Masson, J., Moynihan, S., Parton, N., Pais, M.S., Thoburn, J. & Webb, E. 2009. "Promotion of children's rights and prevention of child maltreatment". *The Lancet*, 373(9660), 332-343. doi: 10.1016/S0140-6736(08)61709-2



## **Multimodal decontextualisation**

Tamás **Eitler** (Eötvös Loránd University)  
eitler.tamas@btk.elte.hu

The present paper aims to advance a synthesis of how symbolic representations, non-linear arrangements, compositional discontinuities and modality choices alike inevitably result in decontextualisation in a great variety of multimodal documents and across disparate domains. Though sporadically discussed in Kress and van Leeuwen (2006) and Machin (2007), and implied by Jaworski and Thurlow (2012), the multimodal means of decontextualisation (here tentatively defined as (1) a process resulting in the lack or relative scarcity of factual and circumstantial (spatial, temporal, etc.) content and context, and (2) the resulting state) have not yet come under scrutiny. While addressing this situation, the present paper claims that decontextualisation is closely associated with the clearly observable shift over the past decades from factual/fact-based representations to increasingly abstract, overly symbolic communication. The domains affected include political discourse (symbolic politics; see Eitler forthcoming), brand and corporate identity communication (especially where the brand name is not descriptive but rather fanciful or suggestive; Eitler 2012a), university websites (especially mastheads and content regions; Eitler 2011, 2012b) and new ways of news reporting (Eitler 2014) including the image-nuclear news story (Caple and Bednarek 2010).

The corpus-based study reported on in the present paper investigates how exactly the aforementioned various decontextualisation processes result in highly elaborate, yet at the same time considerably minimalistic abstract compositions and content in various domains and genres. The multimodal corpus of the case study consists of print and online advertisements, university websites, movie posters and product packaging. The investigated non-domain-specific and non-genre-specific tendency will be argued (1) to not simply convey altogether less content but also rather less factual content and context, and, simultaneously, (2) to feature more content designed multimodally to activate emotional, attitudinal and value-based appeals. These appeals include *inter alia* escape, lifestyle, and beauty/sex appeal. The discussion of the findings will show how the seductive nature of late modern capitalism is fostered by subtle as well as blatant decontextualisation, which has become the norm rather the exception even for some downmarket brands and in informal domains.

## **The discursive construction of neoliberal solidarities: Sacrificial fundraising and the ‘big society’**

Jiska **Engelbert** (Erasmus University Rotterdam)

engelbert@eshcc.eur.nl

This paper explores ‘sacrificial fundraising’. This means that charities delegate parts of their fund-raising work to ‘proxy fundraisers’; citizens who donate to the charity the proceeds they generate with ‘laudable’ sacrifices. These sacrifices require physical or emotional endurance, creativity or playful humiliation. This method is not only pervasively used by charities to generate funds for distant suffering in far-away places, but increasingly for the relief of close suffering in people’s own local or national communities.

In the context of the neo-liberal vision for a ‘participatory’ or ‘big’ society, the paper’s focus is on how sacrificial fundraising for close suffering features in the shifted responsibility for well-being from states to citizens and the voluntary sector. This context transforms sacrificial fundraising for the relief of local poverty, illness and social exclusion into a sheer necessity. Thus, the paper seeks to uncover the connections between how charities culturally define and value sacrificial fundraising and the neoliberal logic of participation, responsibility, self-reliance and community-spirit.

The paper reports a critical discourse analysis of digital media platforms that charities use to direct the initiatives of proxy fundraisers. Through focusing on charities in two countries where ideas for a big society are ubiquitous – the United Kingdom and the Netherlands – the analysis explores how charities’ discourse delineates the cultural value of sacrificial fundraising. It finds that sacrificial fundraising normalizes a discourse of solidarity with close others as an end in itself. It thereby marginalizes a view of solidarity as a means for pursuit of social justice, which should entail an inevitable problematisation and politicization of the causes for social injustice. Sacrificial fundraising, as it is becoming an everyday mode to ‘do’ solidarity, thus features as a key vehicle for governments to ‘responsibilize’ citizens and to legitimise cuts in public services and state support.

## **Exposing ideology within university policies: A critical discourse analysis of faculty hiring, promotion and remuneration practices**

Karen **Englander** (York University, Canada) and Sedef Uzuner **Smith** (Lamar University, U.S.A.)  
kareneng@yorku.ca; sedef.smith@lamar.edu

Today's neoliberal ideology treats knowledge as a raw material, a commodity that nations can produce (Burton-Jones, 1999), and as such, "knowledge creation is the critical dimension of economic success" (Fasenfest, 2010, 484). Higher education institutions take on special importance in this new economy. They are major sources of a nation's knowledge, and so are construed as economic actors – producers – charged with the responsibility of producing and disseminating advanced knowledge to serve the global economy (Slaughter & Rhoades, 2004). The desire to benefit from the neoliberal regime's rewards and incentives has pushed nations to "restructure their systems and [higher education] institutions" so they can better produce the commodity of knowledge (Hazelkorn, 2010, para. 2). In turn, many universities have adopted "strategic plans and set targets" to better align themselves with the neoliberal knowledge-based economy (Hazelkorn, 2010, para. 4).

In this presentation, we use Fairclough's (2012) critical discourse analysis (CDA) methodology to expose the neoliberal ideology that is embedded within university policies, specifically the policies that regulate faculty hiring, promotion and remuneration in two developing nations (Mexico and Turkey). We demonstrate how linguistic features of the universities' policy documents on a micro level (e.g. words and phrases) embed and support the neoliberal worldview on a macro level.

The analysis reveals that faculty activities in these contexts are construed as *products* that are counted and given value. The resulting effect is the creation and normalization of a performance culture: faculty are treated like *pieceworkers* who are compensated for the number of products they produce. This positioning of faculty constitutes a 'social wrong' (Fairclough, 2012) that robs them of their professionalism, with further consequences for higher education and developing nations as a whole. In sum, we demonstrate that CDA can serve as a crucial methodology for identifying, challenging and resisting ideologies that disempower major actors within higher education (i.e., faculty).

## **References**

- Burton-Jones, A. 1999. *Knowledge Capitalism: Business, Work and Learning in the New Economy*. New York, NY: Oxford University Press.
- Fairclough, N. 2012. "Critical discourse analysis". In: J. P. Gee & M. Handford (eds.), *The Routledge Handbook of Discourse Analysis*. New York: Routledge, 9-20.
- Fasenfest, D. 2010. "A political economy of knowledge production". *Critical Sociology*, 36(4), 483-487.
- Hazelkorn, E. 2010, July 8. "Handle with care". *Times Higher Education*. Retrieved from <http://www.timeshighereducation.co.uk/412342.article>
- Slaughter, S. & Rhoades, G. 2004. *Academic Capitalism and the New Economy: Markets, State, and Higher Education*. Baltimore, MD: Hopkins Fulfillment Service.

## **‘Celebrification’ as delegitimization: The devaluing of the Swedish working class**

Göran Eriksson (Örebro University)

Goran.Eriksson@oru.se

The overall argument in this paper is that the ridiculing of working-class lifestyles, making them to appear as morally flawed or pathological, now taking place on reality television is a central part of ongoing societal and discursive changes in Sweden. Slowly, and slightly less overtly than in other European countries, we now increasingly begin to find what Levitas (1998) calls ‘a moral underclass discourse’ which tend to put the blame of exclusion onto the culture of the excluded themselves. This discourse has gained particular prominence through the neo-liberal ideas that permeate the political agenda and public debates today and it facilitates political decisions that reduce such things as unemployment insurance and sick-leave benefits to enable tax reductions that mainly benefit people with higher incomes.

More specifically, through a Multimodal Critical Discourse Analysis (see Machin and Mayr, 2012;2013) I examine the political dimensions of what can best be described as a process of celebrification of ‘ordinary’ people; i.e. the process through which ordinary people are transformed into celebrities (cf. Driessens, 2013). The study focuses on reality television and two working-class characters, Morgan and Ola-Conny, who first appeared in *Ullared*, a programme best described as a docu-soap (cf. Hill, 2005) following events at and in the vicinity of a popular, rural low-cost shopping outlet. These two storemen gained popularity through this show and then appeared in a spin-off programme entitled *A mighty journey with Morgan and Ola-Conny*, in which they travel to famous cities and tourist resorts. The mode of production characterizing these programmes can best be described as a ‘middle-class gaze’ (Lyle, 2008) and in these cases this gaze predominantly operates through certain strategies of ridicule, and make fun of Morgan’s and Ola-Conny’s behaviours and lifestyles. This seemingly harmless ridiculing of Morgan and Ola-Conny are one part of the way whereby a moral underclass discourse is disseminated and naturalised. The celebrification of ordinary people, sometimes claimed to constitute a form of democratization (cf. Turner, 2010), become part of political project that aims to devalue and delegitimize the working class.

## **References**

- Hill, A. 2005. *Reality TV: Audiences and Popular Factual Television*. Abingdon: Routledge.
- Levitas, R. 1998. *The Inclusive Society? Social Exclusion and New Labour*. London: Palgrave Macmillan.
- Lyle, S. 2008. “(Mis)recognition and the middle-class/bourgeois gaze: A case study of Wife Swap”. *Critical Discourse Studies*, 5(4), 319–330.
- Machin, D. & Mayr, A. 2012. *How to Do Critical Discourse Analysis*. London: Sage.
- Machin, D. & Mayr, A. 2013. “Personalising crime and crime-fighting in factual television: an analysis of social actors and transitivity in language and images”. *Critical Discourse Studies*. <http://dx.doi.org/10.1080/17405904.2013.813771>
- Skeggs, B. 2004. *Class, Self, Culture*. London: Routledge.
- Skeggs, B. & Wood, H. 2011. “Introduction: Real class”. In: H. Wood & B. Skeggs (eds.), *Reality Television and Class*. London: Palgrave Macmillan, 1–29.
- Turner, G. 2010. *Ordinary People and the Media: The Demotic Turn*. London: Sage.

## **Frame-analytic model of events' cognition: opportunities and limitations**

Maria **Erofeeva** (Saint Petersburg State University)

malutacanos@gmail.com

The report argues in favour of adopting Erving Goffman's theory of frames in constructing a sociological model of events' cognition which allows analyzing events in contexts that alike in formal resemblance. Due to the efforts of Thomas J. Scheff it has been shown that the idea of context in Goffman's frame analysis is limited neither by physical and social borders of interaction (objective context) nor by discourse (subjective context) but comprises also recursive levels of mutual awareness (intersubjective context). We re-examine this model in order to prescind from the consideration of framing from individual as well as collective standpoints. Such re-examination is necessary for considering framing process in regard to context relevance.

We use the metaphor of presence in order to clarify the elements enacted in keyings (transformation of contexts). As a result we manage to incorporate the basic concept of frame-analysis – involvement – as a model's element while in general involvement and keying are considered separately. People interpret situations, firstly, according to their relevance to context, and secondly, depending on involvement in them. Interpretation and involvement are two essential features of an observer who is situated in a context and therefore cannot but observe it and be involved in it. At the same time interpretation is a part of context because context includes mutual awareness of participants. The common element of the structures of observation and context is interpretation.

The proposed model includes the interpretation of an event's sense through framing. The isomorphism thesis elaborated by Goffman denotes that observed situations have already been interpreted and this influences the framing process. For this reason a current interpretation performed by choosing from the set of available frameworks, apart from the interpretation itself assumes context relevance. In conclusion, the specification of proposed model is accomplished throughout the presentation of its formal notation.

### **Collective memory, identity and urban landscape: Poznań regional media vs. city elites**

Małgorzata **Fabiszak** (Adam Mickiewicz University) and Anna Weronika **Brzezińska** (University of Vienna and Adam Mickiewicz University)

faglesia@wa.amu.edu.pl; annaweronika@op.pl

The aim of this project is to investigate the interaction between memory and identity in the context of dynamically transforming cultural cityscape. Collective memory and collective identity are viewed as dynamically constructed in a discursive interaction (Wodak and Fairclough 1997, Johnstone 2002). The notion of collective memory has been introduced by Halbwachs (1950) and elaborated by Assman (2012) and Young (1993). Golka (2009) in his book on social memory and its implants identifies memory 'carriers' with cityscape featuring significantly among them. One of such urban memory carriers are the city cemeteries. In our study they will be used as keywords for the selection of media materials and the thematic foci of interviews. In this way we will attempt to collect data, which will allow us to identify and describe the role of the changing city landscape in collective memory and identity construction and re-construction. The data come from two sources: (1) Poznań (print) newspapers and city information website corpus (PozNewsCor); (2) interviews with the city elite (representatives of local authorities, urban planners, architects, cultural activists). The particular research questions are: (1) How the image of collective memory created by city media differ or coincide with that created by the city elite? (2) What effect do the urban landscape variables such as the denomination of the cemetery (Jewish, Protestant, Catholic) or its administrative status (liquidated or closed) have on their discursive representation by the media and the city elites. The analytic method employed includes: (1) critical discourse analysis (Reisigl and Wodak 2001) and (2) metaphor analysis (Musolff 2006, 2012, Fabiszak 2007, Baker et al. 2008, Mautner 2009a and b). The pilot study of selected regional newspapers has revealed that as the wide scale construction works unearth many of the former liquidated cemeteries, the Poznań public opinion has shown a sustained interest in the commemoration of the city multicultural past. For example, in 2008 part of a Jewish cemetery in Głogowska street has been reconstructed to commemorate rabbi Akiba Eger (died 1837) and his followers. The reconstruction sparked some controversy as the former cemetery fragment is now an inner yard of a housing estate.

### **References**

- Assman, A. 2012. *Cultural Memory and Western Civilization: Functions, Media, Archives*. Cambridge: Cambridge University Press.
- Baker, P., Gabrielatos, C., Khosravini, M., Krzyzanowski, M., McEnery, T., & Wodak, R. 2008. "A useful methodological synergy? Combining critical discourse analysis and corpus linguistics to examine discourses of refugees and asylum seekers in the UK Press". *Discourse and Society*, 19(3), 273-306.
- Fabiszak, M. 2007. *A Conceptual Metaphor Approach to War Discourse and its Implications*. Poznań: Wydawnictwo Naukowe UAM.
- Golka, M. 2009. *Pamięć społeczna i jej implanty*. Warszawa: Wydawnictwo Naukowe Scholar.
- Halbwachs, M. 1950. *La mémoire collective*. Paris: Presses Universitaires de France.
- Johnstone, B. 2002. *Discourse Analysis*. Wiley.
- Mautner, G. 2009a. "Corpora and critical discourse analysis". In: P. Baker (ed.), *Contemporary Corpus Linguistics*. London: Continuum, 32-46.
- Mautner, G. 2009b. "Checks and balances: How corpus linguistics can contribute to CDA". In: R. Wodak & M. Meyer (eds.), *Methods of Critical Discourse Analysis*. London, etc.: Sage, 122-143.
- Musolff, A. 2006. "Metaphor Scenarios in Public Discourse". *Metaphor and Symbol*, 23-38.
- Reisigl, M. & Wodak, R. 2001. *Discourse and Discrimination*. London: Routledge.
- Wodak, R. & Fairclough, N. 1997. "Critical Discourse Analysis in Discourse as Social Interaction". In: T. A. van Dijk (ed.), London: Sage, 258-284.
- Young, J. E. 1993. *The Texture of Memory: Holocaust Memorials and Meaning*. New Haven, Conn.: Yale University Press.

**Framing war as a duty: a socio-cognitive analysis of Bush's discursive construction of just war**  
Samira **Farhat** (University of Sousse)  
samirafarhat\_flsh@yahoo.com

The representation of conflict in neo-capitalist political discourse is to be considered more as a strategic socio-construction of legitimate violence. It could be argued that constructing political discourses for public "consumption" requires filtering the elements that comply with the mainstream agenda in order to disseminate the values and beliefs that best fit the goals of discourse makers and discourse communities. Seen from societal politics, violence has then acquired different values that are subject to fluctuating agendas, reductionist argumentation, and contradictory models of political behavior. An analysis of Bush's declaration of war against Iraq in 2003 is intended to unveil inconsistent values, demystify certain practices of manufacturing consent, and explore how political discourse contributes in reinforcing, fostering, or changing collective knowledge. It is argued in this paper that there is a complex dynamic relationship between the construction of discourse and the creation of values. This study aims to explore how framing in political discourses is subject to a linguistic packaging process. This process is unveiled by a linguistic model that draws on research in cognitive pragmatics, CDA, and framing theory. We propose an approach to political discourse based on the three-dimensional linguistic approach of Fairclough (1989; 2003), and Chilton's cognitive politics model (2004).

## **Homophobic discourse as tool for critical literacy: a comparative case study in Chile and Colombia**

Miguel **Farias** (University of Santiago de Chile) and Amparo **Clavijo-Olarte** (Universidad Distrital Bogota)  
aclavijoolarte@gmail.com; miguelfariasf@gmail.com

Despite political attempts to promote a more egalitarian society that respects minorities, changes have been slow if not null in Chile and Colombia. For example, it took a young gay man's brutal death from a homophobic attack for the Chilean government to expedite and pass a long-dormant antidiscrimination law this year. In this context, we here report on partial results of a Project aimed at promoting antidiscriminatory attitudes towards minorities. Using a sociosemiotic perspective (Kress; Kress and van Leeuwen), text-image relations analysis (Unsworth; Salway and Martinec), and tenets from the philosophy of the image (Zamora), we analyzed a corpus of multimodal texts from the linguistic landscape and mass media in the cities of Santiago and Bogotá, containing discriminatory discourse against gays. Based on this comparative analysis and using adapted analytical strategies, we designed critical literacy activities for graduate students in language teacher education programs (Spanish and English) in the two countries. As measured by a semiguided interview, these students evidenced an increased awareness of homophobic discourse, the use of ethnophaulisms, and the intentionality in the construction of multimodal texts. Since these students are being educated as language teachers, these activities may have implications and a replicating effect in the educational and larger Chilean and Colombian communities.



## **A prosodic and critical discourse analysis of T-shirt slogans**

Dolores **Fernández Martínez** (Universidad de Las Palmas de Gran Canaria), Francisco Vizcaino **Ortega** (Universidad de Las Palmas de Gran Canaria) and Mercedes Cabrera **Abreu** (Universidad de Las Palmas de Gran Canaria)

dfernandez@dfm.ulpgc.es; fvizcaino@dfm.ulpgc.es; mcabrera@dfm.ulpgc.es

In this paper we investigate T-shirt slogans from the perspective of both critical discourse analysis and prosody. The individual's social identity is characterised through connotations of power within the framework of Systemic Functional Grammar. Assuming the compatibility between critical discourse analysis and Systemic Functional Grammar, the instruments of analysis used in this study are Martin's (1992) system of identification and Halliday's (2004) transitivity structures. The former examines the relevance assigned to individuals in terms of the referential chains they generate; the latter depicts reality as a pattern of processes associated with some participants and circumstances. The intonational phonological model used in our analysis is Autosegmental-Metrical Theory (Pierrehumbert 1980) and the specific notation is that employed in ToBI (Beckman and Hirschberg 1994; Ladd 1996). The ToBI transcription conventions are used to annotate prosodic aspects concerning phrasing, nuclear accent placement, and accent type as proposed by Wells (2006) for English.

Our corpus of analysis consists of 50 T-shirt slogans dealing with a wide range of controversial social issues related to sex, politics, education and religion. Ten native speakers of English are presented with images of the T-shirt slogans and a total of 500 utterances are recorded (50x10). These are acoustically analysed using Praat (Boersma and Weenink 2011).

In the present investigation, we examine transitivity structures and identification systems to illustrate how the person wearing the T-shirt is portrayed as performing the dominant role, whereas the person reading the slogan is depicted as the non-dominant entity. Furthermore, we show the correlation between the parameters of identity signalled by these linguistic devices and narrow focus constructions of tonicity, and extra markings of tonality (Halliday: 1967). For instance, the prosodic correlate of slogans which exhibit a dominant-dominee relationship may be manifested as a divergence from a broad focus rendering as follows: there is narrow focus tonicity consisting in the highlighting of grammatical words together with a division of the entire utterance into more than one intonation phrase. Thus, these and other prosodic characteristics prove that suprasegmental features support the findings obtained from the systemic-functional model applied.

## **References**

- Beckman, M. E. & Hirschberg, J. 1994. *The ToBI Annotation Conventions*. Online MS. Available at [http://www.ling.ohio-state.edu/~tobi/ame\\_tobi/annotation\\_conventions.html](http://www.ling.ohio-state.edu/~tobi/ame_tobi/annotation_conventions.html)
- Boersma, P. & Weenink, D. 2011. *Praat: Doing Phonetics by Computer* [Computer program]. Version 5.3.50, retrieved 21 May 2013 from <http://www.praat.org/>
- Halliday, M. A. K. 1967. *Intonation and Grammar in British English*. The Hague: Mouton.
- Halliday, M. A. K. 2004. *Introduction to Functional Grammar* (3rd ed.). London: Edward Arnold.
- Ladd, D. R. 1996. *Intonational Phonology*. Cambridge: Cambridge University Press.
- Martin, J. R. 1992. *English Text: System and Structure*. Amsterdam: Benjamins.
- Pierrehumbert, J. B. 1980. *The Phonology and Phonetics of English Intonation*. PhD dissertation, MIT. [IULC edition, 1987].
- Wells, J. C. 2006. *English Intonation. An Introduction*. Cambridge: Cambridge University Press.

## **When the fairy tale is over. An analysis of gender stereotypes spread through songs and their relationship with domestic violence**

Laura **Filardo-Llamas** (University of Valladolid)

lfilardo@fyl.uve.es

Following recent trends in CDA studies, and the emphasis on texts that are not only produced by politicians or the mass media, this paper focuses on songs as discourses through which ideological beliefs can be spread (Van Leeuwen 2012). Although the ideological effect of some songs could be arguable, it cannot be denied that besides being socio-cultural ludic artifacts, songs also perform a communicative and ideological function. This stems not only from its textual component – through which the singer/performer establishes an interpersonal relationship with an audience while portraying a given view of reality (Halliday 2004) –, but also from its multimodal –musical and video – counterparts.

Using a cognitive approach to discourse studies, this paper aims at analyzing the mechanisms used in certain songs that try to fight against domestic violence in the Spanish context, and how they try to oppose commonly-held beliefs about the role of women (and men) in society. To do so, two approaches will be considered in the analysis: (1) the textual construction of a discourse-world, following Werth's (1999) Text-World-Theory, and (2) the association of those discourse worlds to ideological beliefs, which are identified by placing those mental representations on three axes: time, space and modality. The virtual and cognitive space determined by those axes is the discourse space (Chilton 2004, 2005), and the location of entities within that discourse space explains how those are (ideologically) related to the speaker.

Given the multimodal nature of songs – and music videos – the study of images will be also incorporated into this study, where the author will try to uncover a multimodal construction of discourse worlds. In this sense, I will particularly focus on any blend which may arise between the text-worlds, and the multimodal discourse worlds, as they may contribute to the creation of new mental spaces (Fauconnier & Turner 2002).

Uncovering those new mental spaces, and explaining them as a consequence of a combination of different textual, visual and musical parameters (cf. Forceville 2009, Zbikowski 2009), can help us understand the social impact that this type of songs may have. By relying on an adaptation of notions taken from conflict studies such as “negative peace” and “positive peace” (Wenden & Schäffner 1995: xix), the findings presented in this paper will offer new alternatives to people involved in programs aimed at solving and eradicating the problem of domestic violence, including social workers, lawyers and social educators.

## **References**

- Chilton, P. 2004. *Analysing Political Discourse*. London: Routledge.
- Chilton, P. 2005. “Discourse Space Theory: Geometry, brain and shifting viewpoints”. *Annual Review of Cognitive Linguistics*, 3, 78-116.
- Fauconnier, G. & M. Turner. 2002. *The Way We Think. Conceptual Blending and the Mind's Hidden Complexities*. New York: Basic Books.
- Forceville, C. 2009. “The Role of Non-Verbal Sound and Music in Multimodal Metaphor”. In: C. Forceville & E. Urios-Aparisi (eds.), *Multimodal Metaphor*. Berlin: Mouton de Gruyter, 383-400.
- Halliday, M.A.K. 2004. *An Introduction to Functional Grammar* (3rd ed.). (Revised by Christian M.I.M. Matthiessen). London: Edward Arnold.
- Van Leeuwen, T. 2012. “The Critical Analysis of Musical Discourse”. *Critical Discourse Studies*, 9(4), 319-328.
- Wenden, A. L. & C. Schäffner. 1995. “Introduction”. In: C. Schäffner & A. L. Wenden (eds.), *Language and Peace*. London: Routledge: xv-xxv.
- Werth, P. 1999. *Text Worlds. Representing Conceptual Space in Discourse*. New York: Longman.
- Zbikowski, L. 2009. “Music, Language, and Multimodal Metaphor”. In: C. Forceville & E. Urios-Aparisi (eds.), *Multimodal Metaphor*. Berlin: Mouton de Gruyter: 359-381.

**Performing Reflexivity in a Poststructuralist Ontology: Footnoting, Replicability and Discourse Analysis**  
James **Fitzgerald** (Dublin City University)  
james.fitzgerald@dcu.ie

Footnotes are primarily designated as 'secondary' to the main text; at best a useful accompaniment and at worst, a superfluous addition that forms an aesthetic and quantitative nuisance. The secondary status of the footnote bears a unique genealogy that ranges from the mechanical limitations of typewriters to a programmatic minimisation of footnoting in reputable and peer-reviewed academic publications, specific processes of power that have created a narrow and reductive space for their articulation. This paper proposes an alternative (re)articulation of footnoting. Embracing a reading of Derrida which prioritises writing in articulations of the 'self', it proposes a reflexive representation of the 'self' in the research process through an expansion of its ultimate source of presence--the text. Through an explication of this epistemological framework, the 'secondary' status of the footnote is rejected and replaced as a central pillar of reflexive critique. This proposal is set against an overarching critique of the use of 'discourse analysis' within International Relations publications, whereby the incorporation of the 'discourse analysis' label assumes an embedded reflexivity on the part of the author(s), but rarely performs it. This paper argues that by increasing the text through footnoting a more reflexive discourse analysis can be performed.

## **Fictive Interaction in *The Daily Show with Jon Stewart*: clarifying viewers or swaying their political opinions?**

Paula **Fonseca** (Polytechnic Institute of Viseu, Portugal) and Pilar Alonso **Rodríguez** (University of Salamanca)  
paula.rebelo.fonseca@gmail.com; alonso@usal.es

We live in turbulent times, both financially and in terms of international politics, that is why when the United States of America holds an election of its next president, the entire world is watching knowing that this will have a global impact. This event is reported by many television news programs as well as by entertaining ones, such as *The Daily Show with Jon Stewart*. This American late night satirical news program is viewed by millions of people worldwide not only for entertaining purposes but also as a news source of information about political issues and current events, despite labeling itself as “fake news”. The host, Jon Stewart, when presenting the news, uses a number discourse conventions to mock political actors and/or obtain a humorous reaction from the audience (Baym 2005). In this paper we analyze one specific convention widely used by Jon Stewart on his show, which is responding to and interacting with soundbites (short video clips) from politicians discourse with his own reactions to the information being presented. We selected the episode that broadcasted the highlights of the so very important first debate in the 2012 US presidential election between the Democrat incumbent Barack Obama and his Republican challenger Mitt Romney. This episode shows many examples of fictive interaction (Pascual 2002; Pascual 2006) between the host and Barack Obama, when the host directs his discourse to the Democratic candidate as if he were with him in the studio giving him advice and pointing out what he did wrong during the first debate. In this paper, this fictivity is analyzed from a Cognitive Linguistics perspective (Fauconnier and Turner 1998) in order to better understand whether the host is clarifying the ideas of this first debate or if he is using this discourse convention to influence his viewers with his own political opinion of the soundbites.

## **References**

- Baym, G. 2005. “The Daily Show: Discursive Integration and the Reinvention of Political Journalism”. *Political Communication*, 22(3), 259–276. doi:10.1080/10584600591006492.
- Fauconnier, G. & Turner, M. 1998. “Conceptual Integration Networks”. *Cognitive Science*, 22(2), 133–187.
- Pascual, E. 2002. *Imaginary Trialogues: Conceptual Blending and Fictive Interaction in Criminal Courts*. Utrecht: LOT.
- . 2006. “Fictive Interaction Within the Sentence: A Communicative Type of Fictivity in Grammar”. *Cognitive Linguistics*, 17(2), 245–267.

## Far-right discourses on the environment: the Austrian case

Bernhard Forchtner (Humboldt University of Berlin)

b.forchtner@hu-berlin.de

Over the last couple of decades, two developments have been of particular significance in European public spheres: the rise of far-right actors and an increasing importance attached to environmental crises (e.g. Wodak et al. 2013; Mudde 2007; Eder 1996; Moscovici 1990). Inquiries into the former have primarily focused on these actors' discourses on immigration (see above) while discourses on the latter have largely been scrutinised with regards to mainstream media (e.g. Carvalho 2007; Weingart et al. 2007). However, the interface of these two developments has seldom been analysed systematically. Thus emerges the following research questions: how do far-right actors create meaning in relation to environmental crises, ranging from local issues to global crises? How do these meanings relate to their neo-nationalist ideology and core topics such as their nativist stance towards immigration and rejection of the European Union?

In order to fill this research gap, this presentation will investigate such far-right discourses by analysing materials produced between 2001 and 2012 by, first, one of the most successful far-right parties in Europe, the *Austrian Freedom Party* (FPÖ). The primary source of data is the party's newspaper *Neue Freie Zeitung* (but also, in order to contextualise, its party programmes). Second, I look at a variety of publications by more radical far-right actors in Austria. My analysis is conducted both on a quantitative (corpus linguistics) as well as a qualitative level and draws on analytical categories taken from the discourse historical approach in critical discourse analysis (e.g. Reisigl and Wodak 2009, 2001). Thereby, the presentation offers both an overview of topics present in these discourses as well as a closer look at the discursive construction of particularly significant issues such as climate change. I illustrate how ideologies and core positions of these actors, e.g. concerning 'our people' versus 'foreigners', are conveyed and reproduced when addressing, e.g., animal rights, climate change policies or farming issues, and furthermore indicate differences and similarities between 'moderate' actors (the official FPÖ publication) and more radical interventions.

Taking the Austrian far-right as a case, I thus provide a deeper and differentiated understanding of how these actors mobilise a salient topic in their symbolic struggles for public legitimacy.

## References

- Carvalho, A. 2007. "Ideological Cultures and Media Discourses on Scientific Knowledge: Re-reading News on Climate Change". *Public Understanding of Science*, 16(2), 223-243.
- Eder, K. 1996. *The Social Construction of Nature: A Sociology of Ecological Enlightenment*. Sage.
- Moscovici, S. 1990. *Versuch über die menschliche Geschichte der Natur*. Suhrkamp.
- Mudde, C. 2007. *Populist Radical Right Parties in Europe*. Cambridge University Press.
- Reisigl, M. & Wodak, R. 2001. *Discourse and Discrimination*. Routledge.
- Reisigl, M. & Wodak, R. 2009. "The discourse-historical approach". In: R. Wodak & M. Meyer (eds.), *Methods of Critical Discourse Analysis* (2nd ed.). Sage, 87-121.
- Weingart, P., Engels, A. & Pansegrau, P. 2007. *Von der Hypothese zur Katastrophe: Der anthropogene Klimawandel im Diskurs zwischen Wissenschaft, Politik und Massenmedien*. Leske & Budrich.
- Wodak, R., KhosraviNik, M. & Mral, B. 2013. *Right-Wing Populism in Europe*. Bloomsbury.

## Towards a model of trust-repair discourse

Matteo Fuoli (Lund University, Sweden)

matteo.fuoli@englund.lu.se

Trust is a valuable asset for business organizations (Ingenhoff and Sommer, 2010, Pirson and Malhotra 2011, Poppo and Schepker, 2010). Some actions or events initiated by a company can, however, break the bond of trust between the company and its stakeholders, creating mistrust and threatening the company's social legitimacy and survival. A recent and widely reported case of this kind is BP's Deepwater Horizon oil spill of 2010.

This paper examines an instance of BP's trust-repair discourse after the accident, i.e. the CEO's letter to shareholders published in the company's 2011 annual report. The analysis investigates the discourse strategies employed by BP's CEO to re-negotiate trust in the company after the spill. The main goals of the analysis are a) to shed light on BP's discursive management of the spill with a focus on the company's attempt to restore public trust after the accident; b) to propose a novel framework for the analysis of trust-repair discourse that connects linguistic phenomena at the 'discourse-as-text' level (Fairclough, 1992), communicative action and the construct of interpersonal trust. By pursuing these objectives, this paper aims to contribute to our understanding of the pragmatic and discursive dynamics of trust, which is still limited and fragmentary (Linell and Keselman, 2011).

The analysis is qualitative and performed through a systematic close reading and interpretation of the text. At the discourse-as-text level, it focuses on the linguistic resources that can be directly associated with two main types of trust-repair discourse strategy: a) engaging with and acting upon the discourses that represent an actual and potential source of mistrust – *neutralize the negative*; b) discursively constructing a trustworthy discourse persona – *emphasize the positive*. The former strategy mainly draws on the resources for dialogic engagement (Martin and White, 2005; White, 2003, 2012) such as epistemic modality, attribution and negation/denial. The latter primarily involves the use of evaluative and affective language (Bednarek, 2008; Hunston, 2010; Martin and White, 2005). The use of these resources is interpreted in light of the behavioral model of interpersonal trust described in Mayer et al. (1995). The ultimate goal of these strategies is seen as that of promoting the addressees' positive perception of the trust-breaker's trustworthiness in terms of *ability*, *integrity* and *benevolence* (Mayer et al., 1995) and restore trust.

## References

- Bednarek, M. 2008. *Emotion Talk Across Corpora*. Palgrave Macmillan Houndmills, Basingstoke.
- Fairclough, N. 1992. *Discourse and Social Change*. Cambridge: Polity Press.
- Hunston, S. 2010. *Corpus Approaches to Evaluation: Phraseology and Evaluative Language*. Taylor & Francis.
- Ingenhoff, D. & Sommer, K. 2010. "Trust in companies and in CEOs: A comparative study of the main influences". *Journal of Business Ethics*, 95(3), 339–355.
- Linell, P. & Keselman, O. 2011. "Trustworthiness at stake: Trust and distrust in investigative interviews with Russian adolescent asylum-seekers in Sweden". In: I. Marková & A. Gillespie (eds.), *Trust and Conflict: Representation, Culture and Dialogue*. New York: Routledge, 156–181.
- Martin, J. & White, P. 2005. *The Language of Evaluation: Appraisal in English*. London & New York: Palgrave Macmillan.
- Mayer, R., Davis, J. & Schoorman, F. 1995. "An integrative model of organizational trust". *Academy of Management Review*, 20(3), 709–734.
- Pirson, M. & Malhotra, D. 2011. "Foundations of organizational trust: What matters to different stakeholders?" *Organization Science*, 22(4), 1087–1104.
- Poppo, L. & Schepker, D. J. 2010. "Repairing public trust in organizations". *Corporate Reputation Review*, 13(2), 124–141.
- White, P. 2003. "Beyond modality and hedging: A dialogic view of the language of intersubjective stance". *Text-Interdisciplinary Journal for the Study of Discourse*, 23(2), 259–284.
- White, P. R. 2012. "Exploring the axiological workings of reporter voice-news stories—attribution and attitudinal positioning". *Discourse, Context & Media*, 1(2-3), 57–67.

**"It is, of course, an outrage" – Manipulative discourse markers in political news interviews**  
Péter Furkó (Károli Gáspár University of the Reformed Church)  
furko.peter@gmail.com

In the present paper I will take a CDA approach to the non-propositional uses of *I mean, of course, oh, well, I think, and you know* in a corpus based on political interviews broadcast by the BBC and CNN between 2003 and 2011. After a short introduction of the formal and functional characteristics of different types of political interviews (with special reference to the difference between confrontational political interviews and political celebrity interviews), I will briefly outline the current state of research into the functional class of non-conceptual items most frequently referred to as discourse markers (henceforth DMs) and the contribution DM research can make to CDA and vice versa. In the second, empirical part of the paper I will present the results of a case study of 37 interviews broadcast on BBC and 36 interviews broadcast on CNN, with a view to comparing and contrasting the functional spectra of the most frequent DMs with special reference to manipulative uses, such as presupposition manipulations in the case of evidential markers (*of course, surely, obviously, etc.*) and point-of-view manipulations most frequently associated with *you know*.

**Uncovering Language Ideologies in Slovak Language Policy through Discourse-Historical Analysis**  
Anežka Gál (L. Stur Institute of Linguistics, Slovak Academy of Sciences)  
anezka.krausova@gmail.com

The paper is a result of the author's four years' research in language policy (henceforth LP). It deals with how to uncover language ideologies (LI) which drive LP in Slovakia. However, it does not only restrict itself to the Slovak context but also examines the arising methodological issues connected with the analysis of media and institutional discourse.

It consists of a discourse-historical analysis (henceforth DHA) of the articles published within the period of 2009 and 2013 in one Slovak electronic tabloid and one broadsheet newspaper dealing with language political issues, which is confronted with the DHA of interviews with leading Slovak linguists. DHA proves to be a convenient method for identifying what the author calls 'extreme' language ideologies, i.e. those resulting in either positive or negative discrimination of a certain group of language users. The author also presents some possible solutions of dealing with the weaknesses of DHA when being processed on qualitative interviews, such as the notorious cherry-picking issue, which, in the interviews, even doubles by choosing a convenient utterance transcription.

The author settles for Spolsky's definition of LP as later developed by Ricento and focuses on status and corpus planning issues. As for the language ideology, it maps the latest research done in the field by Woolard and the Hungarian-Slovak linguist Lanstyak and counts with the existence of numerous language ideologies. The main contribution is the identification of the LI. Once media become aware of a LI, they make it easier for the public to recognize it in any future disguise.



## Language uses and needs, language management, and power in Russian company locations

Therese Garstenauer (Vienna University of Economics and Business)

therese.garstenauer@wu.ac.at; therese.garstenauer@univie.ac.at

Knowledge of foreign languages according to the needs within a multinational company is an important factor for the company's economic success (Moore et al. 2006). Studies in the field of corporate communication (e.g. Fredriksson et al. 2006) have been dealing with questions of language management within multinational organizations. There is, however, comparatively little research involving Russian companies or international companies doing business with Russia (Karhunen/Louhiala-Salminen 2008, Martynova 2010).

Knowledge of languages and the division of labor that results from it is intertwined with questions of power relations, e.g. within companies, where multilingualism can become a commodity, for the sake of the enterprise rather than its workers (Duchêne 2013). On another level, one can also find hierarchies with regard to the power and prestige associated with languages themselves. English is undoubtedly the most important *lingua franca* in multinational companies in Russia, yet Russian also plays an important role, especially in communication between Post-Soviet countries. There are marked differences between the practices in companies in Moscow and Saint Petersburg on the one hand and in the regions on the other. Then again, some industries have their own traditionally preferred languages.

The research presented here is part of an ongoing Project of Vienna University of Economics and Business and the State University of Saratov ("Russian Corporate Communication: A Discourse Analysis"). The aim is to investigate how Russian and foreign companies in Russia deal with the requirements of knowledge of languages and what developments have been going on in Post-Soviet-Russia. During field research in Russia interviews in international companies were conducted, including Russian companies that are doing business with foreign clients and partners as well as foreign companies that have subsidiaries in Russia. Subsequently, during summer 2013 an Online-Survey of 158 company locations in Russia about their uses and needs, and measures to cover the needs of knowledge of foreign languages has been conducted. Additional data have been gleaned from forums and groups on websites (kadrovik.ru, LinkedIn). On this basis, it will be possible to describe practices of language use and their connection to power relations within companies, between languages and beyond.

## References

- Duchêne, A. "The dark side of multilingualism at work: Language "factories" and the Taylorization of linguistic resources". Paper given at the International Conference *Discourse as/at/on Work*, Vienna University of Economics and Business, Dec. 10 – 12, 2013.
- Fredriksson, R., Barner-Rasmussen, W. & Piekkari, R. 2006. "The multinational corporation as a multilingual organization: The notion of a common corporate language". *Corporate Communications: An International Journal*, 11(4), 406-423.
- Karhunen, P. & Louhiala-Salminen, L. 2008. "It's always English, isn't it? An exploratory study on language use in Finnish exports to Russia". Paper given at the 34<sup>th</sup> *EIBA Annual Conference International Business and the Catching-Up Economies: Challenges and Opportunities*. Tallinn.
- Martynova, O. 2010. *Sprachwahl in der deutsch-russischen Unternehmenskommunikation*. Frankfurt/M.
- Moore, I. et al. 2006. *ELAN: Effects on the European Economy of Shortages of Foreign Language Skills in Enterprise*. Research Report, [http://ec.europa.eu/languages/documents/doc421\\_en.pdf](http://ec.europa.eu/languages/documents/doc421_en.pdf), accessed on 10. 12. 2013.
- Vollstedt, M. 2002. *Sprachenplanung in der internen Kommunikation internationaler Unternehmen*. Olms.
- LinkedIn Group "British Business Club in Russia": Discussion "Does one have to know the Russian language to conduct business in Russia?", June – November 2013.

## **‘You Simply Know’: Gender and Negotiation of the Meaning in the Speech Event Approach/Advance**

Senka **Gavranov** (ACIMSI Center for Gender Studies, University of Novi Sad)

sgavranov@gmail.com

In this article, I identify the major characteristics of a communicative event of approaching a person in whom one is emotionally, romantically and sexually interested. An approach/advance is defined as a multi-turn speech event which functions as a communicative enactment of desire to create a relationship with another person by expressing a romantic/sexual interest. An approach/advance is temporally and causally antecedent part of adjacency pair of the speech event. I will not discuss the second, consequential part, refusal or acceptance, due to space constraints.

Firstly, I identify the prominent features of the language which native speakers of Serbian use in approaching a person they emotionally/sexually pursue. By examining the data through the lens of a number of discourse analytical approaches, I explain and describe how interactants engage in this type of emotionally charged interpersonal talk, organize their interaction given the contextual constraints and create and negotiate the meanings given the sensitivity of the topic. The spatial, temporal and social context is a set of factors which influence the choice of selecting certain available linguistic features over the multiplicity of others in this face-to-face speech event.

The analysis of the data collected through a survey and in focus group discussions with people of age 25-40 who live in Serbia shows that articulation of desire and romantic interest is socially sanctioned within the boundaries of a heteronormative gender system: man-woman dyad. I argue that in the heteronormative ideological system, gender of a person influences the division of interactional work and offers a principal blueprint for organizing this type of interpersonal communication. In the speech event of approach/advance the dynamics of creation of the meaning is interactionally achieved as well as conditioned by its immediate and wider context. Gendered expectations and background knowledge, cultural narratives about proper gender behavior, socially acceptable expression of sexual desire and asymmetrical division of roles in narratives about dating, acquiring a partner and seduction, appear to be the underlying shared knowledge of the participants in the encounters which help them navigate through a number of potential meanings and negotiate a common one.

## **References**

- Austin, J. L. 1962. *How to Do Things with Words*. Cambridge: Harvard University Press.
- Brown, P. & Levinson, S. 1987. *Politeness: Some Universals in Language Usage*. Cambridge: Cambridge University Press.
- Cameron, D. 1992. *Feminism and Linguistic Theory*. New York: St. Martin's Press.
- Cameron, D. 1995. *Verbal Hygiene*. London: Routledge.
- Eckert, P. & McConnell-Ginet, S. 1992. "Think practically and look locally: language and gender as community based practice". *Annual Review of Anthropology*, 21, 461–90.
- Eckert, P. & McConnell-Ginet, S. 1999. "New generalizations and explanations in language and gender research". *Language in Society*, 28, 185–201.
- Ehrlich, S. 2001. *Representing Rape: Language and Sexual Consent*. London: Routledge.
- Ehrlich, S. 2003. "Coercing gender: language in sexual assault adjudication processes". In: J. Holmes & M. Meyerhoff (eds.), *The Handbook of Language and Gender*. Oxford: Blackwell, 645–70.
- Fairclough, N. 1989. *Language and Power*. London: Longman.
- Fishman, P. 1983. "Interaction: the work women do". In: B. Thorne, N. Henley & C. Kramarae (eds.), *Language, Gender and Society*. Newbury, MA: Newbury House, 89–101.
- Foucault, M. 1980. *Power/Knowledge: Selected Interviews and Other Writings*. Colin Gordon (ed.). New York, Pantheon Books.
- Gatari, F. & Delez, Ž. 1990. *Anti-edip. Kapitalizam i shizofrenija*. Izdavačka knjižarnica Zorana Stojanovića.
- Goffman, E. 1967. *Interaction Ritual: Essays on Face to Face Behaviour*. New York: Anchor.
- Holmes, J. 1995. *Women, Men and Politeness*. London: Longman.
- Kress, G. & Hodge, R. 1979. *Language as Ideology*. London: Routledge and Kegan Paul.
- Kulick, D. n.d. *Language and Communication*.
- Kulick, D. 2003. "Language and Desire". In: J. Holmes & M. Meyerhoff (eds.), *Handbook of Language and Gender*. Blackwell Publishing.
- Mills, S., & Mullany, L. 2011. *Language, Gender and Feminism: Theory, Methodology and Practice*. Taylor & Francis.
- Mills, S. 2003. *Gender and Politeness: Studies in Interactional Sociolinguistics*. Cambridge: Cambridge UP.
- Shalom, C. & Harvey, K. 2007. *Language and Desire: Encoding Sex, Romance and Intimacy*. Taylor & Francis.
- Talbot, Mary. 2010. *Language and Gender*. Polity Press.

### **Difficulties in Party Programs` Understanding**

Marina V. **Gavrilova** (National Research University Higher School of Economics, Saint-Petersburg)  
mvlgavrilova@gmail.com

A party program plays an important role in political communication. A program is a main document, in which ideological positions are stated. A program gives the opportunity to differentiate parties and form voters` political preferences.

CDA is a powerful tool for studying socio-political problems. Young Russian democracy and development of a multiparty system needs the involvement of citizens in political life but mass Russian audience shows little interest in it and expresses a low degree of confidence in political parties. People don`t read programs because politicians treat a program as a formal document for an election but not a strategic plan. Besides, loss of interest in the program may be caused by a lack of communicative competence (party program is a forming genre of Russian political discourse), inability of politicians to take into account the addressee, to use a pragmatic potential of statements, and also inability to clearly and concisely explain ideological position.

We focus on some linguistic features that make perception of program`s text difficult. Firstly, parties articulate aims, tasks, and main activities by using nominalization which denotes notion of action but not action itself and rules the understanding of responsibility for action, denotes abstract attributes. That`s why it is not easy to develop definite knowledge about definite party`s actions.

Secondly, a conceptual dissonance in (re)production of political ideas and ideals. Words which express Russian society values and political terms are fulfilled with various semantic meanings. Different content of words complicates the assimilation of political concepts by a mass audience and reflects the desire of parties to promote their system of political ideology.

Thirdly, an implementation of foreign words, which help to veil a political position and displace important elements of Russian worldview.

Linguistic phenomena influence public opinion and political process. How to unite and mobilize society when the mass audience doesn`t understand political speech? It can have unfavorable consequences: a problem of perception and production of political texts, and lack of cooperation between government and citizens.

## **Intra-professional interaction and the institutional role of the journalist: The case of television news**

Lena Gialabouki (Aristotle University of Thessaloniki)

egialab@lit.auth.gr

Research into the discursive practices of journalism usually involves the investigation of the linguistic means journalists employ in their interaction with other professionals, most often politicians and experts in various fields. With only a few notable exceptions (e.g., Kroon Lundell 2010, Montgomery 2007), the discursive practices journalists make use of while interacting with other members of their own profession have received little attention in the literature. Focusing on television news, the present paper seeks to investigate one such type of intra-professional interaction: how the presenter and one or more journalists in the studio discuss the news of the day.

Adopting a Critical Discourse Analysis approach (Fairclough 1995), informed by insights drawn from Conversation Analysis (Heritage and Raymond 2005, Schegloff 2007), my presentation seeks to identify the ways in which these live studio discussions are organized and performed on the news, and to critically examine their implications for the institutional role of journalists. To this end, data taken from the main news bulletins of three Greek television stations (MEGA, SKAI and NET), broadcast between 2011 and 2013, have been transcribed and analyzed.

The analysis yields interesting findings regarding the linguistic features of such discussions. One such feature involves the use of assessments as sequence initiators by presenters (prompting extensive responsive assessments by their interlocutors). Another pertains to the means journalists employ to design their own responses (e.g., use of prepositional attitude verbs, modality markers, hedges). What these findings suggest is that presenter-journalist discussions are organized and managed in ways quite distinct (regarding both form and content) from the authoritative, impersonal, factual mode of presentation traditionally associated with news reporting, and point to a redefinition of the institutional role of the journalist not only as a neutral disseminator of information regarding the sayings and doings of public figures, but also as its evaluator. This, in turn, poses the question of the institutional power of journalism not only to define the agenda of what is newsworthy, but also to set the terms in which it is to be evaluated.

## **References**

- Fairclough, N. 1995. *Media Discourse*. London: Edward Arnold.
- Heritage, J. & Raymond, G. 2005. "The terms of agreement: Indexing epistemic authority and subordination in talk-in-interaction". *Social Psychology Quarterly*, 68(1), 15-38.
- Kroon Lundell, A. 2010. "Dialogues between journalists on the news: the intraprofessional 'interview' as a communicative genre". *Media, Culture & Society*, 32(3), 429-450.
- Montgomery, M. 2007. *Broadcast News: A Linguistic Approach*. London: Routledge.
- Schegloff, E. 2007. *Sequence Organization in Interaction: A Primer in Conversation Analysis*. Cambridge: Cambridge University Press.

## **Interpretation as transformation: Exploring rhetorical and ritual functions of short consecutive church interpreting**

Margarita **Giannoutsou** (University of Hamburg)  
maitagiann@hotmail.com; giannoutsou@glossa.de

Short-consecutive church interpreting is a practice that is frequently employed by international Evangelical churches. Alongside other services such as translation, broadcasting and publishing, it is part of a larger language and multi-media policy, the scope of which seems proportionally connected to a church's "call to mission". Even though the practice has gone viral amongst conversionist Evangelical churches around the globe, constituting a defining feature of Evangelical worship, the phenomenon's cultural and social implications have, so far, hardly been addressed. This is all the more striking as church interpreting is an environment-specific, linguistically strongly marked interpreting mode, characterized by ultra-short intervention phases that structure homiletic models in very specific ways.

I will here analyse two sequences from interpreter-mediated sermons in Evangelical Christian settings in Germany. Both display the rhetorical culmination points of "altar calls", a popular, albeit similarly unexplored genre of charismatic preaching that aims at creating physical "responses" in the listeners, e.g. the raising of hands or a move towards the altar and designated care givers. One such sequence is taken from Billy Graham's first mass evangelization in post-war Germany in the Olympic Arena of Berlin in 1954 and the other from a home service of a small, but aspiring American-based Pentecostal Church, in its German branch in Hamburg in 2009. Both involve short-consecutive interpretation.

As the use of persuasive rhetorics at this stage is vital, the interpreter's intervention during these "highly charged" moments would suggest a number of disadvantages: delays, interruptions, extra waiting time, etc. However, my data indicates that indeed the opposite is the case. Taking an interactionist approach, I will first highlight some salient discursive features of the altar call in support of its conceptualisation as a ritual, and will then show how the interpreter's interventions facilitate the unfolding rhetorics and ritualized compulsiveness of the original.

## **A synthetic approach to analyzing media discourse – (how) can research on media reception enrich our understanding of media discourse?**

Ewa Glapka (Free State University, South Africa)

ewaglapka\_ev@wp.pl

Critical Discourse Analysis has been one of the major methodologies of examining media, applicable especially to studying media in their present shape (Talbot 2007). By investigating the on-going processes of discourse and generic hybridization and of the consequent colonization, not only can we trace the media-based meaning making processes but also account for their involvement in the ongoing socio-cultural, political and economic processes (Fairclough 1995). The latter have often been pursued in terms of media's hidden agenda which discourse analysts have programmatically sought to demystify (Lazar 1993). In the paper I propose that these meaning and power making processes take place at both the productive and the receptive sites of mediasphere. Because both creating media texts and relating to the texts involve the construction of subject positions which are in turn constructive of specific relations and identities (Morley 1980), my analysis of individuals' relationship to popular magazines concerns not only the textual properties of the magazines but also readers' identity work. Such an approach to text-based meaning construction has been proposed by discursive psychologists investigating literature reception (Benwell 2009; Eriksson Barajas and Aronsson 2009). Their interactionalist focus on the micro-discursive level of meaning making is complemented here with the focus on the macro-discursive level, which this paper considers as overlapping (Wetherell 1998; Wodak and Busch 2004). CDA's concern with implicit power processes underlying public discourses is extrapolated in the examination of readers' private discourses. This leads the discussion to the issue of the analyst's 'ideological neutrality' in examining discourse – contending the possibility of conducting an ideologically neutral study, I note the possibilities of increasing the researcher's reflexivity of his/her position by empowering the study participants, i.e. approaching them as reflexive agents of meaning and power negotiation. It is proposed that their critical engagement with the media discourse makes the study less hierarchical and compels the researcher's accountability by putting his/her ideology critique in an ongoing dialogue with the participants' critical positions.

### **References**

- Benwell, B. 2009. "A pathetic and racist and awful character": Ethnomethodological approaches to the reception of diasporic fiction". *Language and Literature*, 18(3), 300-15.
- Eriksson, B. & Aronsson, K. 2009. "Avid versus struggling readers: Co-construed pupil identities in school booktalk". *Language and Literature*, 18(3), 281-99.
- Fairclough, N. 1995. *Media Discourse*. London: Edward Arnold.
- Morley, D. 1980. "Texts, readers, subjects". In: S.Hall, D. Hobson, A. Lowe & P. Willis (eds.), *Culture, Media, Language. Working Papers in Cultural Studies, 1972-79*. Birmingham: Unwin Hyman, 163-176.
- Talbot, M. 2007. *Media Discourse. Representation and Interaction*. Edinburgh: Edinburgh University Press.
- Wetherell, M. 1998. "Positioning and Interpretative Repertoires: Conversation Analysis and Post-structuralism in Dialogue". *Discourse and Society*, 9, 387-412.
- Wodak, R. & Busch, B. 2004. "Approaches to media texts". In: J. H. Downing (ed.), *The Sage Handbook of Media Studies*. Thousand Oaks: Sage, 105-22.

## **Political Perception and Discursive Effects**

Emo **Gotsbachner** (Universität Wien)

emo.gotsbachner@univie.ac.at

In examining political rhetoric, Discourse Analysis sets out to point out patterns of language use which “recruit people to a particular view of the world without their really realizing it.” (Rampton 2001: 99) As emphasis lies on discursive effects it surprises that what most analysts in CDA do is rather inferring or assuming these effects from their analyses of political rhetoric, or media discourse, alone. However, to observe how distinctive parts of the wider public actually perceive discursive strategies in politics needs to explore additional sets of data, and to tackle with the obvious problem of radically different interpretations within different social groups.

My presentation will lay out the methodological design of a recently completed research project, which tried to incorporate this question in developing a sophisticated methodology of Discourse Analysis and audience research. We have explored how socioculturally and politically diverse audiences make sense of the abundant, competing representations when watching political panel-discussions on the evening news of Austrian television, and how they reframe the presentations of political actors who aim to establish their interpretive frames of current political issues. Recording the rich accounts how ‘organic’ groups of TV-consumers understand political discussions and analysing them meticulously by discourse analytic means enabled us to explore what is relevant to audience members themselves when assigning credibility and importance to different aspects of politically motivated representations, while simply trying to find out what is going on.

Our innovative analytic methodology allows us to reconstruct how audience members understand competing political representations, how they use their own social/discursive knowledge to reframe and rearrange them to their own consistent picture, and make reasonable statements about the aspects of specific representations they choose to build their interpretive frames. Results provide that audiences mostly develop antagonistic readings, where political manipulation-efforts go utterly wrong, but also show evidence of rare cases how political actors successfully establish their interpretative frames beyond their ‘own’ constituency so that their definitions of social roles and problems become dominant. Both kinds of empirical cases support basic assumptions of discourse theory quite impressively, how ‘social knowledge’ based in recurrent ways of talking structure our perceptions of a complex social and political world. The outlook emphasises the importance of ‘interpretive communities’ as an important basic category of Discourse Analysis.

## **Foreign languages in a globalized world: The representation of otherness in EFL textbooks**

Anna Maria **Grammatico Carmagnani** (University of São Paulo)

amcarmag@usp.br

Taking into account all the changes that our societies are experiencing at present, with the unstable relations within and across nations, uncertainties experienced in our lives (these so well planned before), fragmentation of our selves (or the stable idea we had about ourselves as individuals), my contention in this text is that the discourse produced in EFL textbooks published for an international public and largely used in Brazil strongly contributes to a “monolithic” view of the foreign language and culture and symbolically places students and teachers in the periphery of a globalized world. A discursive view of language is used to understand meaning relations produced in different texts and the relations established in different units and different textbooks. Preliminary results show that the materials analyzed present a homogeneous view of the foreign culture, making the reader/learner aware of how far s/he probably is from the ideal culture. When there are differences (other groups or cultures), they are either absorbed by the central concept of culture, or simply silenced. This representation of the “other” reminds them of their present state of exclusion (for not belonging to a “central” nation) and, at the same time, promises them a state of fulfillment and inclusion (with the learning of the FL). The analysis will be based on the works of Homi Bhabha (1994), Michel Foucault (1971), Stuart Hall (1996, 1997) and Kress and Van Leeuwen (1996). These authors help us discuss our concept of critical literacy in a globalized world and, at the same time, help us reflect on the discourses produced in the school context at present, the role of education and the learning of foreign languages in a globalized world and the role researchers play in the questioning of ideologies, prejudice, and mechanisms of exclusion in the educational context.

## **References**

Bhabha, H. 1994. *The Location of Culture*. London: Routledge.

Foucault, M. 1971. *L'Ordre du discours*. Paris: Gallimard.

Kress, G. & Leeuwen, V. 1996. *Reading Images: the Grammar of Graphic Design*. London: Routledge.

Hall, S. 1996. “Who needs ‘Identity’?”. In: S. Hall & P. du Gay, *Questions of Cultural Identity*. London: Sage, 1.

Hall, S. 1997. *Representation: Cultural Representations and Signifying Practices*. London: Sage Publications and The Open University.



## **To debate or not to debate? Politicians' comments on other politicians' previous statements**

Helmut **Gruber** (Vienna University)

helmut.k.gruber@univie.ac.at

The linguistic and interactional properties of politicians' immediate responses in face-to-face interactions have been widely investigated in the context of news and/ or panel interviews (Harris, 1991; Bull & Mayer, 1993; Clayman, 2001) and in different debate genres (Chilton, 2004; Myers, 2008; Fairclough & Fairclough, 2012). Other kinds of politicians' reactive utterances have not yet received much attention, although in their day to day public political business politicians not only set their own political agenda in "initiative genres" like speeches, statements and announcements but very often react to other politicians' previous statements with whom they are, however, not in a direct interaction. In my paper, I will present the results of a study on the Austrian parliamentary debates which follow the inaugural speech each newly appointed Austrian chancellor has to deliver in the national assembly at the beginning of a legislative term. These exchanges – although formally contextualized as "debates" but in fact rather a series of commenting statements – provide a rich source of politicians' reactive statements or "uptakes" (Gruber, 2013) of previous statements. Investigating three dimensions of uptaking utterances (source of uptake, form of uptake, rhetorical function) with a fine-grained set of categories, I will specifically focus on the public image MPs of different parties create through their statements. Apart from the expectable result that government parties MPs praise the speech of a chancellor who presides a government of which their party is a part and opposition party MPs criticize it, the results show a systematic difference between right-wing populist party speakers who tend to set their own topical agenda even in the thematically rather limited context of an inaugural speech debate and center to left-wing MPs who comply with the debate's thematic limits. Furthermore, right-wing populist speakers ridicule their source utterances more often than speakers from other parties. In concluding, I will argue that the found differences between right-wing populist MPs' and other parties speakers' reactive utterances reflect a distinction in the resources of political discourse on which politicians of the respective groups draw in their contributions.

## **References**

- Bull, P. & Mayer, K. 1993. "How not to Answer Questions in Political Interviews". *Political Psychology*, 14(4), 651-666.
- Chilton, P. 2004. *Analysing Political Discourse. Theory and Practice*. London: Routledge.
- Clayman, S. 2001. "Answers and Evasions". *Language in Society*, 30(3), 403-442.
- Fairclough, I. & Fairclough, N. 2012. *Political Discourse Analysis. A Method for Advanced Students*. London: Routledge.
- Gruber, H. 2012. "Intertextual references in Austrian parliamentary debates. A pilot study". In: A. Fetzer, E. Weizman & E. Reber (Hrsg.), *Follow-ups across Discourse Domains: A Cross-cultural Exploration of Their Forms and Functions* (Bd. 7165). Würzburg: Universitätsbibliothek Würzburg, 87-107.
- Harris, S. 1991. "Evasive action: How politicians respond to questions in political interviews". In: P. Scannell (ed.), *Broadcast Talk*. London: Sage, 76-99.
- Myers, G. 2008. "Analyzing Interaction in Broadcast Debates". In: R. Wodak & M. Krzyzanowsky (eds.), *Qualitative Discourse Analysis in the Social Sciences*. Houndsmill, Basingstoke: Palgrave, 121-145.

## **Analysing discursive strategies of blame avoidance in crisis**

Sten **Hansson** (Lancaster University)

s.hansson@lancaster.ac.uk

Blame firestorms and mediated scandals are the essential building blocks of narratives about crises. On a personal or organisational micro-level, receiving blame may ruin individual or organisational reputation and result in the loss of power, finances, and job security for particular individuals (Allern & Pollack, 2012; Boin, t'Hart, Stern, & Sundelius, 2005; Thompson, 2000). Policy makers are thus tempted to apply strategies of blame avoidance which permeate administrative structures, operations, and language use (Hood, 2011).

Discourse analysts have so far neglected linguistic aspects of blame avoidance in government. I work towards filling this gap in knowledge by proposing an improved heuristic model for understanding discursive strategies that officeholders employ in the circumstances of blame risk. Based on a multidisciplinary review of scholarly literature I show how personal and institutional risk aversion involves the application of certain argumentation schemes as well as instances of framing, denial, social actor representation, and strategies of legitimization and manipulation.

I illustrate how blame avoidance works at the highest level of administration during the financial crisis by analysing concrete textual examples from public statements of the current UK coalition government. I argue that to understand blame avoidance as a dominant recurring theme of public communication we should look beyond current linguistic approaches to conflict talk. This could lead to new theoretical and methodological insights within the Discourse Historical Approach in critical discourse analysis (Reisigl & Wodak, 2001; Wodak, 2011), and open new avenues of critical research into language use in politics and bureaucratic organisations.

## **References**

- Allern, S. & Pollack, E. (Eds.). 2012. *Scandalous! The Mediated Construction of Political Scandals in Four Nordic Countries*. Göteborg: Nordicom.
- Boin, A., t'Hart, P., Stern, E. & Sundelius, B. 2005. *The Politics of Crisis Management: Public Leadership Under Pressure*. Cambridge: Cambridge University Press.
- Hood, C. 2011. *The Blame Game: Spin, Bureaucracy and Self-preservation in Government*. Princeton, N.J.: Princeton University Press.
- Reisigl, M. & Wodak, R. 2001. *Discourse and Discrimination*. London: Routledge.
- Thompson, J.B. 2000. *Political Scandal: Power and Visibility in a Media Age*. Cambridge: Polity Press.
- Wodak, R. 2011. *The Discourse of Politics in Action: Politics as Usual*. Basingstoke: Palgrave Macmillan.

## Employee Enticement: Talent as (Mis)leading Rhetorical Construct

Anu Harju (Aalto University School of Business)

anu.harju@aalto.fi

Struggling to find workers with relevant skills, IT companies have set out to entice ‘talent’ through recruitment advertising, including employer image communication. It is argued in this paper that ‘talent’ is a rhetorical construct more than a set of skills, conjured up to court the applicant. This rhetorical strategy conceals the actual driver for ‘talent acquisition’: the dire need of workforce that companies need to maintain or acquire market share.

Drawing on Critical Discourse Studies (Fairclough 1989, 2004; van Dijk 2001) and Systemic Functional Linguistics (SFL) (Halliday & Matthiessen 2004; Martin & Rose 2003), the data consists of several IT companies’ recruitment advert texts and employer branding videos on YouTube. Within SFL, Appraisal Theory (Martin 2000; Martin 2004; Martin & White 2005) is applied to elaborate on evaluation and attitude running through the texts. Evaluation and attitudinal alignment is seen as crucial in both ‘talent’ construction and workplace/employer image construction. Rhetorically, the message is built to attract what can be called the ‘putative’ applicant by way of ‘invitation to community’ (Martin 2004). Perceptions are everything; research in personnel psychology shows applicants tend to make decisions based on fit assessment (Collins and Stevens 1999; Ployhart 2006), and perceived sense of belonging to a group.

As representations and social practices are based on ideologies, by examining discourse(s) we can examine the underlying ideologies (van Dijk 2001). This paper seeks to uncover the ideological undercurrents guiding the text, and to shed light on the discursive strategies employed to construct ‘talent’ and blur capitalistic discourse. The results show that while ‘talent’ is enticed by promises highlighting individualistic values, in the end, ‘talent’ serves to feed the corporate in its quest for increased market share: the underlying ideology is strongly capitalistic and company-centred.

The talent of today is the blue-collar worker of the past: a necessary, yet disposable, part in the engine that is the corporate.

## References

- Collins, C. & Stevens, C. K. 1999. *Initial Organizational Images and Recruitment: A Within-Subjects Investigation of the Factors Affecting Job Choices*. Working Paper 01-01. Presented at the 14th Annual Conference of the Society For industrial/Organizational Psychology, 1999, Atlanta, Georgia.
- Fairclough, N. 1989. *Language and Power*. London and New York: Longman.
- Fairclough, N. 2004. *Analysing Discourse: Textual Analysis for Social Research*. Taylor & Francis e-Library. Accessed 1 October 2013 <http://lib.myilibrary.com.libproxy.aalto.fi/Open.aspx?id=5492>
- Halliday, M.A.K. & C. Matthiessen. 2004. *An Introduction to Functional Grammar* (3rd ed.). London: Hodder Arnold.
- Hunston, S. & G. Thompson (eds.). 2000. *Evaluation in Text: Authorial Stance and the Construction of Discourse*. Oxford: Oxford University Press.
- Martin, J. R. 2000. “Beyond Exchange: Appraisal Systems in English”. In: Hunston, S & G. Thompson (eds.) *Evaluation in Text: Authorial Stance and the Construction of Discourse*. Oxford: Oxford University Press.
- Martin, J. R. & D. Rose. 2003. *Working with Discourse: Meaning Beyond the Clause*. London and New York: Continuum.
- Martin, J. R. 2004. “Mourning: how we get aligned”. *Discourse & Society*, 15(2-3), 321-344.
- Martin, J. R. & White, P. R. R. 2005. *The Language of Evaluation: Appraisal in English*. New York: Palgrave Macmillan.
- Ployhart, R. E. 2006. “Staffing in the 21<sup>st</sup> Century: New Challenges and Strategic Opportunities”. *Journal of Management*, 32(6).
- van Dijk, T. 2001. “Discourse, Ideology and Context”. *Folia Linguistica*, (XXXV(1-2). Mouton de Gruyter Berlin, 11-40.

## **Securing the future or insuring it: Legitimation in party manifesto discourses in the Singapore 2011 general election**

Nurul Huda **Hassan** (Nanyang Technological University)  
nurulhuda.hassan@gmail.com

Election campaigns involve the struggle for legitimate power. Here, political parties and candidates articulate their plans and proposals to garner support that would be sufficient to win an election. One forum where such an articulation of ideas takes place is the party manifesto, which, as a public declaration of party aims and policies at election time also embodies a party's construction of itself, its relations to other stakeholders, and its interaction with the context. In this regard, manifestos represent sites where legitimation discourses are articulated with the intention to persuade an audience and validate support for the party.

The paper examines the structures and strategies of discourse legitimation in the manifestos of Singapore's ruling People's Action Party (PAP) and the main opposition party, the Workers' Party (WP). Conducted within the framework of Critical Discourse Analysis, the study examines and compares the textual dynamics in the 2011 PAP and WP party manifestos, using Van Leeuwen's (2007) grammar of legitimation and Martin & White's (2005) Appraisal theory. The analysis demonstrates the role of discursive (de)legitimation strategies which act as concrete means through which the PAP and WP enact and legitimate electoral support. The analysis also shows that the contents of legitimation discourses themselves are constituted by norms and values that guide institutional beliefs: the PAP, legitimating its continued rule by accentuating values of survival and economic pragmatism; the WP, announcing its candidacy as a credible challenger to the PAP by laying emphasis on democratic ideals and government accountability.

### **References**

- Chong, T. 2012. "A return to normal politics: Singapore general elections 2011". *Southeast Asian Affairs*, 2012(1), 283-298.
- Fairclough, N. 2010. *Critical Discourse Analysis: The Critical Study of Language* (2nd ed.). Harlow: Pearson Education Limited.
- Habermas, J. 1975. *Legitimation Crisis*. (T. McCarthy, Trans.) London: Heinemann.
- Martin, J. R. & White, P. R. 2005. *The Language of Evaluation: Appraisal in English*. Basingstoke, Hampshire: Palgrave Macmillan.
- Tan, K. P. 2012. "The ideology of pragmatism: Neo-liberal globalisation and political authoritarianism in Singapore". *Journal of Contemporary Asia*, 42(1), 67-92.
- Van Leeuwen, T. 2007. "Legitimation in discourse and communication". *Discourse & Communication*, 1(1), 91-112.

# **Intratextuality and intervisuality: an expansion of the concept of intertextuality, with examples from an analysis of historical research material**

Anita Hemmilä (University of Jyväskylä)

anita@finola.fi

The concept of intertextuality has spread to many fields of research, but the concept itself is seldom adequately defined. This paper addresses the scope of intertextuality, and proposes to expand it with two concepts related to it, namely intratextuality and intervisuality.

Within Faircloughian CDA, intertextual analysis refers to the tracing and analyzing of some relatively current topic, as the topic is developed across genre lines by different authors; e.g., a news item becomes treated in an editorial, then in a blog, and finally, in everyday conversation. Underpinning this conception of intertextuality is the sense of a (temporal) development or link across genre lines in contemporary material, such as the media. However, my research into representations of Native North American males who crossed the gender line of dress, work and sexual roles demonstrates that intertextual analysis can be successfully applied to historical texts as well. In addition, the study of these ancestors of present day *two-spirits*, showed how the concept of intertextuality can be enhanced by two related concepts: intratextuality and intervisuality.

By using *intratextual analysis*, thematically related passages (e.g., mentions and descriptions of gender-crossing individuals) can be mapped and analyzed within one written entity, such as a narrative, an article, or a set of personal letters by one and the same author (or authors, in the case of a joint authorship). Thus, intratextuality specifically refers to the development of a particular topic by the same author(s), whereas intertextual analysis refers to the development of a given topic by different authors.

The concept of *intervisuality* also developed out of need to address particular research material: texts accompanied by visual imagery. Drawings, just like texts, can be taken out of their original contexts and applied to new ones – with or without considerable modifications; e.g., cropping an image, re-naming it, or using it as a book cover. Ideological elements can become attached to all of the alterations.

When applied together, intertextual, intratextual and intervisual analyses offer possibilities for a more nuanced and multifaceted discussions on the developments of a particular topic than what is possible by intertextual analysis alone.

### A linguistic paradox: ironic concession

Thierry **Herman** (University of Neuchâtel) and Thierry **Raeber** (University of Neuchâtel)  
Thierry.Herman@unine.ch; Thierry.Raeber@unine.ch

Concession is an argumentative strategy which recognizes some of the opponent's positions as true and whose effect is to highlight a remaining disagreement tied to a main position (Morel 1996, Barth-Weingarten 2003). Its efficiency comes from the goodwill it generates, allowing the speaker to appear open-minded to the opponent's ideas, while still remaining firm on speaker's standpoints.

Irony, meanwhile, is a discursive strategy aimed to criticize an attitude or thought attributed to a target (Perrin 1994, Wilson 2006). As irony is not tied to any semantic or syntactic constraint, it can virtually be affixed to any statement within an adequate context.

We'll show here that concession isn't an exception. As paradoxical as it seems, there are many ironic concessions, even though: "In ironic structures, the absence of any concessive mark is normal, because irony is too implicit and too indirect to tolerate a strong highlighting" (Adam 1997: 7, our translation). For example, the following statements show a concessive process, even if, in theory, irony nullifies the idea of conceding something to an opponent:

(1) "[...] spectacular projections on population's growth are *nice and fine*, but to extend recent upward curve to infinity is not very reasonable." (Our translation of « [...] les projections spectaculaires sur l'augmentation de la population, c'est bien joli, mais prolonger à l'infini la courbe ascendante de ces dernières années, ce n'est pas très raisonnable », Jacques Pilet, *L'Hebdo*, 15 novembre 2012).

(2) You tell us: "competitiveness-employment agreements". *Lovely idea! Except that* it will result that ..." (François Hollande, our translation of "Vous nous dites "les accords compétitivité-emploi". La belle idée! Sauf que ça va avoir comme conséquence que..."

Irony is pretending to support a standpoint in order to break away with it. Combining irony and concession makes it possible to concede an actually absurd point of view, allowing any speaker to take advantage of both strategies.

We plan to discuss this apparent inconsistency by showing that irony may be useful to argumentation: it adds a critical and discrediting edge to the effectiveness of argumentative concession. We'll show this rhetorical strategy in media and political discourses.

### References

- Adam, J. M. 1997. "Du renforcement de l'assertion à la concession: variations d'emploi de certes". *L'Information grammaticale*, 73, Paris, 3-9.
- Barth-Weingarten, D. 2003. *Concession in Spoken English*. Tübingen: Gunter Narr.
- Morel, M-A. 1996. *De la concession en français*. Gap: Ophrys.
- Perrin, L. 1994. *L'ironie mise en trope*. Paris: Kimé.
- Wilson, D. 2006. "The pragmatics of verbal irony: echo of pretence?". *Lingua*, 116(10), 1722-1743.

### **Recycling and subverting. Political collage films in the digital era**

Alberto **Hermida** (Universidad de Sevilla), Víctor **Hernández-Santaolalla** (Universidad de Sevilla) and Sergio **Cobo-Durán** (Universidad de Sevilla)

ahermida@us.es; vhsantaolalla@us.es; cobosergio@us.es

Known as collage film, found footage, détournement or compilation film, among others, film and video recycling forms have generated, from the very beginning, a significative amount of works for political and propagandist purposes. Thus, through semantic re-contextualization and re-editing, filmmakers like Esfir Shub, Bruce Conner, Guy Debord, Emile De Antonio or Craig Baldwin twist the original sense of the appropriated footages and turn them into critical messages. In this sense, the politically aimed collage film, which is sometimes understood as counter-propaganda, attempts to fight against the status quo preservation, transforming the popular culture forms into new subverted ones.

By comparing canonic and contemporary works, this paper focuses on the impact that the digital era has in the authorship, construction, spreading and reception of these political audiovisual messages. In this regard, due to the Internet and the viral properties of Web 2.0, collage films undergo a massive expansion and new diffusion possibilities that imply a reinterpretation of its language. In the line of the main theoreticians on the subject, such as Wees (1993), Beauvais (1992, 2000), Bonet (1993) and Arthur (1998, 2000), and following the taxonomy established by Eli Horwatt (2009), the aim of this proposal is to revise the aforementioned concepts in the context of the digital audiovisual culture. This revision task will be carried out through a body of work taken from video-sharing websites, like YouTube and Vimeo, and online thematic channels, concerning specific cases related to international political issues in the last decade. The results of the analysis will conclude in a deeper comprehension of the actual state of this recycling practice after the consolidation of the digital technology, and a better understanding of its utility as a political tool in the present time.

### **References**

- Arthur, P. 1998. "On the virtues and limitations of collage". *Documentary Box*, 11, January 31.
- . 2000. "The status of found footage". *Spectator*, 20(1), Fall 1999/Winter 2000, 57-69.
- Beauvais, Y. 1992. "Lost and found". In: C. Hausheer & C. Settele (eds.), *Found Footage Film*. Lucerne, Viper/zyklop Verlag, 1992, 9-25.
- & Bouhours, J.-M. (Eds.). 2000. *Monter/Sampler. L'échantillonnage généralisé*. Paris: Centre Pompidou/Scratch.
- Bonet, E. (ed.) 1993. *Desmontaje: Film, Vídeo / Apropiación, Reciclaje*. Valencia: IVAM (Institut Valencià d'Art Modern).
- Horwatt, E. 2009. "A taxonomy of digital video remixing: Contemporary found footage practice on the Internet". In: I. R. Smith (ed.), *Cultural Borrowings: Appropriation, Reworking, Transformation, Scope: An Online Journal of Film and Television Studies*, 76-91.
- Wees, W. C. 1993. *Recycled images. The Arts and Politics of Found Footage Films*. New York: Anthology Film Archive.

## **The Discursive Strategies of Identity and Legitimation in the Protest of a Hunger Striker**

Mary Lynne Hill (St. Mary's University)  
mhill@stmarytx.edu

In this paper, I examine the discursive strategies of identity and legitimation in the *Diary of Bobby Sands* (Sands). Sands, an Irish Republican Army (IRA) hunger striker, perished in Her Majesty's Prison Maze/Long Kesh Prison after 66 days without food in 1981. During the first seventeen days of his hunger strike, he composed a diary through which he protests British oppression of the Irish, from the perspective and context of "The Troubles" in Northern Ireland (1968-1998). Assuming that identity is a discursive phenomenon that emerges in interactions, (Bucholtz), and that legitimation is essentially social, political, and linked with the power to define a situation (Reyes), I draw upon the methods of Critical Discourse Analysis to explore Sands' narrative in terms of his characterization strategies in constructing and legitimizing the identity of his individual Self, the collective IRA Self, and the British Other, as well as IRA tactics, especially that of hunger strike. These strategies are then considered in relation to a larger research focus on the language of protest as performative acts transmitted through traditional and new social media. As performative acts, protest language can be freshly considered within an expanded frame of Speech Act Theory (Austin) in conversation with the notions of peripformatives and promissory performatives as articulated by Sedgwick (2003), in relation to Bartlett's take on Foucault's notion of the "conditions of possibility" (32).

### **References**

- Austin, J. L. 1994. *How to Do Things with Words* (2nd ed.). Cambridge: Harvard University Press.
- Bartlett, T. 2012. *Hybrid Voices and Collaborative Change*. New York: Routledge.
- Bucholtz, M. & Hall, K. 2005. "Identity and Interaction: a sociolinguistic approach". *Discourse Studies*, 585-614.
- Reyes, A. 2011. "Strategies of legitimization in political discourse: From words to actions". *Discourse and Society*, 781-807.
- Sands, B. "Frontline The IRA and Sinn Fein". 1 January 1998. PBS online. 8 January 2014 <[www.pbs.org/wgbh/pages/frontline/shows/ira/readings/diary.html](http://www.pbs.org/wgbh/pages/frontline/shows/ira/readings/diary.html)>.
- Sedgwick Kosofsky, E. *Touching Feeling: Affect, Pedagogy, Performativity*. Durham: Duke University Press, 2003.



## **Motivation in the tertiary art and design studio: A multi-perspectived approach to the critical analysis of discourse**

Darryl **Hocking** (AUT University)

dhocking@aut.ac.nz

In Art and Design educational studies motivation is routinely, yet often uncritically, viewed as a precondition for successful creative activity. Studies in the field generally link creative success either to intrinsic motivation and suggest that students are encouraged to pursue personally meaningful lines of creative inquiry, or to extrinsic motivation, such as the use of regular assessment. While providing useful insights into motivation and creativity, many of these studies follow what Dörnyei and Ushioda (2011) critique as a linear approach to the conceptualisation of motivation; one which fails to capture the discursive, dynamic and mutually constitutive nature of the relationship between motivation, situated context and self.

Using an approach to critical discourse analysis which is both multi-perspectived and mixed-methodological (Candlin and Crichton, 2011), I will explore the discursive and dynamic construction of motivation in the situated context of a tertiary art and design studio. Such an approach involves the collection and triangulation of data generated from a variety of primary and secondary discursive practices, including texts and other semiotic artefacts, the (inter)actions and interpretative accounts of participants, recordings and observations from ethnographic sites of engagement, and wider historical resources. Methodological tools (in this case, ethnography, SFL, CA and multi-modal interaction) are employed, which are both relevant to the data collected from the different perspectives and designed to meet the particular concerns and orientations of the analyst.

The findings show that the students' motivation is realised through a range of discursive modalities (e.g. talk, gaze, gesture) which involve the motivated subject conceptualising their future self as a tangible reality in the present. This contrasts with the tutors' own conceptualisations of motivation, who as a result: wrongly identify students as unmotivated, lose opportunities to foster student creativity, and dedicate unnecessary time to developing externally imposed motivational strategies.

Finally, and following Ahl (2008), the tutors' discourse of motivation produces certain power effects, in that it places blame for this perceived lack of motivation on the individual student, rather than on existing institutional or social structures.

## **References**

- Ahl, H. 2008. "Motivation theory as power in disguise". In: A. Fejes & K. Nicoll (eds.), *Foucault and Lifelong Learning: Governing the Subject*. Abingdon, Oxon: Routledge, 151-163.
- Candlin, C.N. & Crichton, J. 2011. *Discourses of Deficit*. Basingstoke: Palgrave Macmillan.
- Dörnyei, Z. & Ushioda, E. 2011. *Teaching and Researching Motivation*. Harlow: Pearson.

## **Discursive constructions of challenges and opportunities in intercultural collaboration: Conclusions from a Danish-Ukrainian case study**

Lise-Lotte **Holmgreen** (Aalborg University)

holmgreen@cgs.aau.dk

A basic premise of discourse analysis is the understanding that language is salient in constructing social phenomena, i.e. it assists in creating, maintaining or contesting socially produced ideas and objects over time (Mumby 2004; Phillips and Hardy 2002). Taking a Discursive Psychological approach (Potter and Wetherell 1987; Wetherell and Potter 1988, 1992) to analysing interview data, the paper discusses the possible implications of top and middle managers' constructions of intercultural collaboration for the day-to-day workings of a Danish-Ukrainian software company. Of particular interest is the extent to which divergent and contesting understandings may lead to positive synergies or conflict, and whether managers' reflections may function as a means of justifying a particular mind-set or course of action, provoking either contestation or acceptance within the organisation (Alvesson 2004; Parker 2000). The findings provide insight into the relation between discourse and the development and enactment of organisational culture, contributing valuable and practice-oriented knowledge to cross-cultural management. Moreover, the paper demonstrates that as a methodology, Discursive Psychology is well suited for revealing social actors' strategic use of language and discourse to obtain specific social and organisational goals. The data for the analysis are derived from ten semi-structured interviews, which were conducted in the Danish headquarters and the Ukrainian division respectively, securing a broad intra-organisational representation of voices.

### **References**

- Alvesson, M. 2004. "Organizational culture and discourse". In: D. Grant, C. Hardy, C. Osrick & L. L. Putnam (eds.), *The Sage Handbook of Organizational Discourse*. London/Thousand Oaks: Sage, 317-35.
- Mumby, D. K. 2004. "Discourse, power and ideology: Unpacking the critical approach". In: D. Grant, C. Hardy, C. Osrick & L. L. Putnam (eds.), *The Sage Handbook of Organizational Discourse*. London/Thousand Oaks: Sage, 237-58.
- Parker, M. 2000. *Organizational Culture and Identity: Unity and Division at Work*. London: Sage.
- Phillips, N. & Hardy, C. 2002. *Discourse Analysis: Investigating Processes of Social Construction*. Qualitative Research Methods, Vol. 50. Thousand Oaks/London: Sage.
- Potter, J. & Wetherell, M. 1987. *Discourse and Social Psychology: Beyond Attitudes and Behaviour*. London/Thousand Oaks: Sage.
- Wetherell, M. & Potter, J. 1988. "Discourse analysis and the identification of interpretative repertoires". In: C. Antaki (ed.), *Analysing Everyday Explanation. A Casebook of Methods*. London: Sage, 168-183.
- Wetherell, M. & Potter, J. 1992. *Mapping the Language of Racism. Discourse and the Legitimation of Exploitation*. NY/London: Harvester Wheatsheaf.

## **The construction of knowledge, values and identities in present-day consumerism discourses – the case of perfume reviews**

Charlotte **Hommerberg** (Linnaeus University) and Maria **Lindgren** (Linnaeus University)

charlotte.hommerberg@lnu.se; maria.lindgren@lnu.se

This paper presents ongoing critical research staged against the backdrop of global consumerism, which is of continuously escalating importance, both for humanity at large and more concretely in the daily lives of individuals, where consumption choices are increasingly associated with lifestyle and identity. In order to develop an adequate model for our investigation, we focus on a limited and strategically selected material, perfume reviews, which are analysed by means of a combination of argumentation analysis and Appraisal analysis. Consumer reviews in different domains of luxury consumption are of particular interest since they concretize the ambiguity of the concept of consumerism: From the addresser perspective, consumption reviews explicitly function to protect consumers' rights by providing advice concerning the appropriateness of consumption choices, while also, at least in the range of domains that are not immediately related to the basic necessities of life, implicitly encouraging ever-growing consumption of such excessive products. Consumption reviews also construct ambivalent recipient identities: On the one hand, seeking consumption advice construes a critical persona that is rightly sceptical of the value of products and information from producers. On the other hand, the very existence of consumer reviews in the luxury domain simultaneously invokes an uncertain consumer persona, reluctant to rely on personal taste and therefore in need of guidance. Importantly, these ambivalent identities operate in an environment where what is seen as the basic necessities of life is an ever-changing construction, constantly renegotiated in accordance with both explicit and implicit socio-cultural norms and expectations. The analytical model developed for the current project is subsequently intended to be applicable to a larger corpus of consumer reviews from different domains with the ultimate goal of being able to generalize across present-day consumerism discourses and thus contribute to exploring what we see as a human identity crisis of the 21<sup>st</sup> century that leads to increasing commodification of our identities.

## **References**

- Benwell, B. & Stokoe, E. 2006. *Discourse and Identity*. Edinburgh: Edinburgh University Press.
- Fairclough, N. 2006. *Language and Globalization*. Oxon & New York, NY: Routledge.
- Greene, C. P. 2011. "Competing identities at the table: Slow food, consumption, and the performance of social style". In: J. M. Cramer, C. P. Greene & L. M. Walters (eds.), *Food as Communication. Communication as Food*. New York: Peter Lang, 75–93.
- Hommerberg, C. 2010. "Argumentation in wine writing". In: M. Goded Rambaud & A. Poves Luelmo, *Proceedings of the First International Workshop on Linguistics Approaches to Food and Wine Description*. Madrid: UNED University Press, 115–123.
- Hommerberg, C. 2011. *Persuasiveness in the Discourse of Wine. The Rhetoric of Robert Parker*. Växjö: Linnaeus University Press.
- Martin, J. R., & White, P. R. R. 2005. *The Language of Evaluation. Appraisal in English*. Basingstoke & New York: Palgrave Macmillan.
- Stearns, P. 2006. *Consumerism in World History: The Global Transformation of Desire*. London & New York: Routledge.
- Thurlow, C. & Jaworsky, A. 2010. *Tourism Discourse*. New York: Palgrave Macmillan.
- van Eemeren, F. H. & Grootendorst, R. 2004. *A Systematic Theory of Argumentation. The Pragma-dialectical Approach*. Cambridge: Cambridge University Press.

## **Changes in the conceptualization of the past: Case study on Šumava National Park**

Michal L. Hořejší (Charles University in Prague)

mhorejsi@ujc.cas.cz

The paper deals with a discourse on Šumava National Park which is the biggest protected area in the Czech Republic. There has been a long-term discussion on its purpose and its future direction. This discussion is very polarized and stems from a long dispute about what is primary: On one hand, it may be the conservation of nature and its processes, on the other hand the way of the resettlement of empty areas and creation of new mountain resorts. In other words, the crucial question in the debate on Šumava is whether the future of this area may be either natural or cultural.

Participants of opposite discursive coalitions (cf. Hajer, 1993) often aim to show a coherent picture of the past of Šumava – either as a traditionally populated area or as wilderness (cf. Hořejší, 2013a, b). These arguments lead to the construction of persuasive historical background which can serve as a solid analogy for the future direction of the local management.

I am going to present a critical discourse analysis of the texts from the various periods from the late 19th century to the present which share one macro-topic, i.e. Šumava. The material originates predominantly from the media, with some extension to fiction, geographical guides and social networks.

My paper deals with the conceptualization of the past of the area of Šumava National Park and the position of the notion of ‘the past’ in the order of the discourse. The paper focuses particularly on dominant events that have remarkably changed the sociocultural arrangement of this area – mainly economic growth in the late 19th century, period of the Second World War, compulsory evacuation of German-speaking population, and the fall of the Iron Curtain in 1989. Methodologically, the paper is based on a Discourse-Historical Approach (cf. Wodak – Meyer, 2009) which is particularly convenient for a diachronic discourse analysis.

### **References**

- Hajer, M. 1993. “Discourse Coalitions and the Institutionalization of Practice: The Case of Acid Rain in Britain”. In: F. Fischer & J. Forester (eds.). *The Argumentative Turn in Policy Analysis and Planning*. Durham: Duke University Press, 43–76.
- Hořejší, M. L. (forthcoming). “Národní park Šumava: Hruška vs. Stráský, dva rozhovory z března 2011”. (Šumava National Park: Hruška vs. Stráský, two interviews from March 2011).
- Hořejší, M. L. (forthcoming). “Národní, nebo národní park? (National or national park?)”.
- Wodak, R. & Reisigl, M. 2009. “The Discourse-Historical Approach (DHA)”. In: R. Wodak & M. Meyer (eds.), *Methods of Critical Discourse Analysis* (2nd ed.). London: Sage Publications, 87–121.

## Using multimodal critical discourse studies to explore the semiotic landscape: conflicting discourses in higher education institutions

Sarah Horrod (Kingston University; Lancaster University)

s.horrod@kingston.ac.uk

Recent changes in higher education towards a more globally competitive, market-oriented sector, the consequent impact on institutional discourses and, in turn, practices are increasingly being discussed from a critical discourse analysis perspective (Fairclough, 1993; Wodak & Fairclough, 2010; Zhang & O'Halloran, 2013). Recognising that discourses are evident in all types of semiotic resources, this study draws on ideas from multimodal critical discourse studies (MCDS) to investigate the discourses within one department of a "new" university in the UK. I use the concept of recontextualisation (Bernstein, 2000) and relevant tools from multimodal analysis, informed by a critical perspective, particularly as developed by Van Leeuwen, (2008) and Machin (2013), to analyse the multiple discourses within a public space. To overcome the criticism that multimodal studies / CDS frequently focus on a single, decontextualised image, the paper considers a range of images on screens, and relevant affordances of these mediating devices, as part of the "semiotic landscape" (Jaworski & Thurlow, 2010). The aim is to reveal the discourses embedded within the everyday environment through consideration of the processes of abstraction, deletion, substitution and addition, including evaluation (Van Leeuwen, 2008). Moreover, in order to overcome the criticism of researcher bias and the claim that CDS, and social semiotic approaches in general, ignore the reception of the communication by different participants, interviews are conducted with a sample of users of the space to determine the extent of acceptance of or resistance to these discourses. The layering of different discourses (Kress, 2010) appears to create a collective identity for the department as well as more general messages about what constitutes success, learning and, significantly, what is prioritised within the institution (cf. Iedema & Wodak, 1999). I argue that some of these discourses, especially the representation of students, can be seen as contradictory and problematic. Such contradictions are indicative of tensions and challenges that face many educational institutions worldwide.

## References

- Bernstein, B. 2000. *Pedagogy, Symbolic Control and Identity: Theory, Research, Critique*. (Revised ed.) Lanham, Maryland: Rowman & Littlefield.
- Fairclough, N. 1993. "Critical discourse analysis and the marketization of public discourse: The universities". *Discourse & Society*, 4(2), 133-168.
- Iedema, R. & Wodak, R. 1999. "Introduction: Organizational discourses and practices". *Discourse & Society*, 10(1), 5-19.
- Jaworski, A. & Thurlow, C. 2010. *Semiotic Landscapes: Language, Image, Space*. London: Continuum Publishing.
- Kress, G. R. 2010. *Multimodality: A Social Semiotic Approach to Contemporary Communication*. London: Routledge.
- Machin, D. 2013. "What is multimodal critical discourse studies?". *Critical Discourse Studies*, 10(4), 347-355.
- Van Leeuwen, T. 2008. *Discourse and Practice: New Tools for Critical Discourse Analysis*. Oxford: Oxford University Press.
- Wodak, R. & Fairclough, N. 2010. "Recontextualizing European higher education policies: The cases of Austria and Romania". *Critical Discourse Studies*, 7(1), 19-40.
- Zhang, Y. & O'Halloran, K. L. 2013. "'Toward a global knowledge enterprise': University websites as portals to the ongoing marketization of higher education". *Critical Discourse Studies*, 10(4), 468-485.

## **Migrants' Bilingual Discourses and Identity Construction within Competing Language Ideologies in Guangzhou, China**

Jing **Huang** (Lancaster University)

j.huang12@lancaster.ac.uk

This paper aims to investigate the ways in which the second generation of migrants in Guangzhou construct and negotiate their identities in the context of a sociocultural conflict between Putonghua and Cantonese. This encompasses both local language attitudes and national language ideologies. At the local level, I will show that a similar correlation to 'Herderian Holy Trinity of language, culture and ethnicity' (Lähteenmaki and Vanhala-Aniszewski 2012: 122) has been built up, which ties the Cantonese language to the identity as a Cantonese, to the territory of Guangdong province or Guangzhou city, and to morality and civilisation. The data comprises the verbal text of pro-Cantonese banners in recent language debates and protests, and migrants' biographical narratives in interviews and focus groups. These are taken as situated language practices that are produced within, and that reveal the social context (Busch, 2006) of Cantonese's discriminative discourses. At the national level, instead of focusing on macro regulations imposed by intentional strategies of government authorities, this study draws on micro-level of discursive practices, for instance, banners and commemorating documents of the law of People's Republic of China on the Standard Spoken and Written Chinese Language, through which 'disorder' and diversity of languages (including Cantonese, other regional 'dialects' and minority languages) are ostensibly transformed into something ordered and harmonious. The second generation of migrants deviate from the pervasive correlation between language and the invested social values and variables by on the one hand discursively categorising themselves as Cantonese in no relation to their language use or the place/space they come from; on the other hand, they affiliate themselves to groups of Putonghua users or Cantonese users by code-switching and negotiating interactional conversations.

This paper thus employs a sequential conversation analysis (Auer, 1995) within the discourse-historical approach (Reisigl & Wodak, 2009) to examine the construction of Putonghua and Cantonese and of migrants' identity that are underpinned by competing language attitudes and ideologies.

### **References**

- Auer, P. 1995. "The Pragmatics of Code-switching: A Sequential Approach". In: L. Milroy & P. Muysken (eds.), *One Speaker, Two Languages*. Cambridge University Press, 115-135.
- Busch, B. 2006. "Language Biographies Approaches to Multilingualism in Education and Linguistic research". In: B. Busch, A. Jardine & A. Tjoutuku, (eds), *Language Biographies for Multilingual Learning*. University of Cape Town, 5-18.
- Lähteenmaki, M. & Vanhala-Aniszewski, M. 2012. "Hard Currency or a Stigma- Russian-Finnish Bilingualism among Young Russian-Speaking Immigrants in Finland". In: J. Blommaert, S. Leppänen, P. Pahta & T. Räisänen (eds.), *Dangerous Multilingualism: Northern Perspectives on Order, Purity and Normality*. New York: Palgrave Macmillan, 121-141.
- Reisigl, M. & Wodak, R. "Discourse-historical Approach". 2009. In: R. Wodak & M. Meyer (eds.), *Methods of Critical Discourse Analysis* (2nd ed.). SAGE, 87-121.

## **Overcoming Gender Politics the Multimodal Way: An Action-Oriented Approach on Packaging Discourse Analysis**

Cheong **Huey Fen** (University of Science Malaysia) and Surinderpal **Kaur** (University of Malaya)  
hfcheong@siswa.um.edu.my

Gender, the social rules and standards of behaviours imposed on male and female, has been a popular social debate. The current identity, metrosexuality, witnesses a rare "masculine movement", e.g. the Iron John Movement and social backlash from the "Metro-Warriors" (also known as 'retrosexuals'), demanding the return of more masculine men. The modern pursuit of body beautiful and fashion among metrosexual men is apparently trespassing traditional female territories, and thus, perceived as emasculated. Hence, the study addresses the marketing dilemma and strategies of male grooming industry to overcome this gender politics. Choosing the giant beauty producer, *L'Oréal*, the case study investigates its success story in cross-gender brand extension to *L'Oréal Men Expert* (LME), while continues to thrive in both female and male markets.

Using Scollon's (2001, 2004) *Mediated Discourse Analysis*, the qualitative research aims to analyze how metrosexuality is mediated through social interactions within the packaging discourse of LME skin care products. While acknowledging 'discourse as action', this action-oriented approach analyzes 'discourse in action', i.e. approaching text through actions that will further connect all possible elements (e.g. semiotic means, social practices, social actors, etc.) contributing to the mediated actions. Unlike most research practices, this nexus analysis increases the validity of discourse analysis by widening the analyzed context, and allows flexibility by serving as a "heuristic tool", drawing on all possible research practices and theories.

The study analyses how each social action within the packaging discourse is mediated by multimodal features, which are strategized by gendered practices. Incorporated with the elements of structural semiotics, i.e. paradigmatic analysis and Barthes' Order of Signification, the study takes a critical analytical approach as each multimodal feature is analysed into three levels of signification, i.e. denotative, connotative and myth, which the last connects to gendered practices, uncovering the gender construction (manipulation) within the packaging discourse. The comparative analysis with *L'Oréal Paris* and LME old packaging provides further insights into the marketing strategies of overcoming gender politics to create the new market — metrosexuals.

## **References**

- Scollon, R. 2001. *Mediated Discourse: The Nexus of Practice*. New York: Routledge.  
Scollon, R. 2004. *Mediated Discourse Analysis*. (Retrieved May 10, 2013, from Mediated Discourse Analysis: <http://personal.cityu.edu.hk/~enrodney/mda/index.htm>)

## **Identity representations during global sports events: Nation, race and gender in media reporting on the London Olympics in 2012 and the 2010 FIFA World Cup in South Africa**

Sally Hunt (Rhodes University, South Africa) and Sylvia Jaworska (University of Reading)

S.Hunt@ru.ac.za; s.jaworska@reading.ac.uk

In our globalised world with fractured identities, weaker nation states and mass migration, sport has become one of the social forces that maintain a sense of national belonging. As Smith & Porter (2004: 2) observe, increasingly, national identities are defined through and are “inextricably linked to what happens on the field of play”. However, recent thinking about social categories in Sociology and especially the paradigm of intersectionality have demonstrated (Crenshaw 1991) that socially constructed categories such as national identity cannot be treated in isolation, as they are always bound together with other constructs. Sport, with its historical emphasis on whiteness and masculinity, presents an interesting context in which to examine the intersection of nation, race and gender (Wheaton 2000).

Our paper presents preliminary results from a project that investigates the ways in which national, racial and gendered identities are constructed in media reporting on global sports events. Sports media have been shown to play a pivotal role in constructing and mediating identities (Meân & Halone 2010: 255), which is particularly significant when most people experience such events only through the media. Thus the question is, which discourses around identity are constructed and supported by media coverage during major global sports events and which identities are foregrounded and positively valued. Our study is therefore an analysis of media reporting surrounding both the London Olympics 2012 and the 2010 FIFA World Cup in South Africa.

Our methodology combines the tools of Critical Discourse Analysis and Corpus Linguistics (Baker 2008, Baker et al. 2008). It is based on an analysis of two large data sets that comprise all articles published in 6 major British national newspapers during the London Olympics 2012 (corpus 1) and all articles from 8 major national South African newspapers from the time of the 2010 FIFA World Cup (corpus 2). This totals 24,535 articles. By scrutinising frequency lists and studying collocational profiles of lexical items denoting national/ethnic/regional identities, we identify patterns in terms of the representation of identity and draw links between these textual tendencies and the discourses which emerge from the texts.

## **References**

- Baker, P. 2008. *Using Corpora in Discourse Analysis*. London: Continuum.
- Baker, P., Gabrielatos, C., KhosraviNik, M., Krzyzanowski, M. McEnery, T. & Wodak, R. 2008. “A useful methodological synergy? Combining critical discourse analysis and corpus linguistics to examine discourses of refugees and asylum seekers in the UK press”. *Discourse & Society*, 19(3), 273–306.
- Crenshaw, K. 1991. “Mapping the Margins: Intersectionality, Identity Politics, and Violence against Women of Color”. *Stanford Law Review*, 43(6), 1241–1299.
- Meân, L. J. & Halone, K. K. 2010. “Sport, Language and Culture: Issues and Intersections”. *Journal of Social Psychology*, 29(3), 253–260.
- Smith, A. & Porter, D. 2004. *Sport and National Identity in the Post-War World*. Routledge, London & New York.
- Wheaton, B. 2000. “‘New Lads’?: Masculinities and the ‘New Sport’ Participant”. *Men and Masculinities*, 2(4), 434–456.



## **The critical policy discourse analysis framework: uncloaking the hidden through contextualisation and deconstruction**

David Hyatt (University of Sheffield)

d.hyatt@sheffield.ac.uk

This paper presents a pedagogical, analytical and heuristic framework for the critical analysis of policy texts (Hyatt 2013a), and of the processes and motivations behind their articulations, grounded in considerations of relationships and flows between language, power and discourse. Theoretically the framework draws on critical discourse analysis, which provides a systematic framework for exegesis, analysis and interpretation, uncloaking the ways in which language--and other semiotic modes--work within discourse as agents and actors in the realisation, construction and perception of relations of power. The framework itself comprises two elements: one concerned with contextualising and one with deconstructing. The contextualisation element of the frame comprises three parts: temporal context, policy levers/drivers and warrant. The second element of deconstruction engages with text and discourse using a number of analytical lenses and tools derived from critical discourse analysis and critical literacy analysis.

The paper also reflects upon the way this framework was successfully introduced to a cohort of taught doctoral students, focussing on the potential for more collaborative community approaches to doctoral pedagogies by highlighting a pedagogical approach which is grounded in an invitation to dialogue, and induction into the academic discourse community through a notion of critical inclusion (Hyatt 2013b).

### **References**

- Hyatt, D. 2013a. "The Critical Higher Education Policy Discourse Analysis Framework". In: J. Huisman & M. Tight (eds.), *Theory and Method in Higher Education Research*. London: Emerald.
- Hyatt, D. 2013b. "The critical policy discourse analysis frame: helping doctoral students engage with educational policy analysis". *Teaching in Higher Education*, 18(8), 833-845.

## **Nation, national and nationalism: Public discourse in Hungary in the 2010s**

Éva Illés (Eötvös Loránd University)

evailles@hotmail.com

The fundamental changes implemented by the ‘system of national cooperation’ in Hungary since 2010 were quickly followed by the Hungarian government’s introduction of a new political rhetoric and the subsequent changes in public discourse.

One of the consequences of this is that words such as *Hungarian* and *national* have come to the fore. According to the Magyar Nemzeti Szövegtár (Hungarian National Corpus), the most frequently used adjective is *Hungarian*. Similarly, the word *national* occurs with increasing frequency both in the names of institutions and in collocations with notions such as the core curriculum, the opening of the school year and inflation. The word *national* appears in almost every sphere of life in Hungary: apart from the ubiquitous National Tobacconist’s, now there is even a United National Coffin-maker Consortium, winning tenders in the system of public procurement.

On the one hand, the fall from elevation into the mundane (Takács, 2013) has led to the devaluation of the word, in that *national* has ceased to refer to ideas, notions and institutions unique to Hungary and the Hungarians. On the other hand, the word *national* has been appropriated by the ruling party (Droste, 2013) and has become exclusive, including only those citizens who are considered ‘good’ Hungarians and who have a particular political orientation (Kövecses, 2009).

Through further examples and the exploration of specific contexts, the talk aims to investigate how the use of particular key words reflects the governing party’s political stance and aspirations as well as how the effective exploitation of its political rhetoric attempts to shape public opinion in Hungary.

### **References**

- Droste, W. 2013. NZZ: *A magyar nyelv állami kisajátítása – a nemzet szó a diktatórikus hatalmi kéz fedőnevévé züllött.* [The appropriation of the Hungarian language by the state]  
[http://www.galamuscsoport.hu/tartalom/cikk/340698\\_nzz\\_a\\_magyar\\_nyelv\\_allami\\_kisajatitasa\\_a\\_nemzet\\_a](http://www.galamuscsoport.hu/tartalom/cikk/340698_nzz_a_magyar_nyelv_allami_kisajatitasa_a_nemzet_a)
- Kövecses, Z. 2009. “Ki a magyar? [Who is a Hungarian?]”. *Kapu*, XXII(11/12), 11-16.
- Takács, F. 2013. “Nemzeti Fényacél N. V.” *Magyar Narancs*, 2013. december 19., 115.

## **Representations of the corporate subject in a Business English digital didactic material and their effects in education**

Maria Inês de Oliveira Hernandez (University of Sao Paulo)

ahn@uol.com.br

The focus of this paper is to investigate the representations of the corporate subject produced in a digital didactic material for teaching Business English, taking as a departing point our contemporary moment, strongly affected by neoliberalism and globalization and their effects. The analysis reveals that the pedagogical discourse of the material is formed by conflicting voices from opposing business practices, generating contradictory messages and creating subjective positionings for the individuals to occupy which are convenient for the large corporations and in tune with recurrent enunciations about success in the business world, but not necessarily suitable for the individuals. Most importantly, this paper tries to demystify the representation of the didactic material as a neutral repository of scientific truths and free from ideological positions, hoping to encourage teachers and students alike to be more questioning in relation to any kind of text, including the didactic ones. Relying on a discursive perspective and its language concepts, a discursive analysis of the digital material, composed by videos and texts, was carried out. Informed by Foucault's notions of power and the construction of subjectivity, in which subject positionings are produced in power relations, constitutive of every social practice, it was possible to observe how the different discourses in the pedagogical material are articulated and how they try to locate and position individuals in specific ways. Moreover, Deleuze's studies of the society of control contribute for the discussion of the effects of the presence of subtle and fine control practices in the business contexts depicted, focusing on how these practices allow for a constant modulation of the subject.

### **References**

- Deleuze, G. 2010. *Conversações*. São Paulo, Editora 34.
- Deleuze, G. & Guattari, F. 2011. *Mil platôs. Volume 1: capitalismo e esquizofrenia 2*. São Paulo, Editora 34.
- Foucault, M. 2010. "Apêndice da primeira edição". In: H. L. Dreyfus & P. Rabinow, *Michel Foucault: Uma Trajetória Filosófica. Para além do estruturalismo e da hermenêutica*. Rio de Janeiro: Forense Universitária.
- Foucault, M. 2010. "Apêndice da 2ª edição. Michel Foucault entrevistado por H. Dreyfus e P. Rabinow". In: H. L. Dreyfus & P. Rabinow, *Michel Foucault: Uma Trajetória Filosófica. Para além do estruturalismo e da hermenêutica*. Rio de Janeiro: Forense Universitária.
- Foucault, M. 1996a. *Microfísica do Poder*. Rio de Janeiro, Edições Graal.
- Foucault, M. 1996b. *Vigiar e Punir: nascimento da prisão*. Petrópolis, Editora Vozes.
- Foucault, M. 1997a. *História da Sexualidade I: a vontade de saber*. Rio de Janeiro: Edições Graal.
- Foucault, M. 1997b. *A Arqueologia do Saber*. Rio de Janeiro: Editora Forense Universitária.

**What is it that is going on here? The case of service interactions in Persian Ethnic Shops in Sydney**  
Dariush Izadi (Macquarie University, Sydney)  
Dariush.izadi@student.mq.edu.au; Dariush.izadi21@gmail.com

A service encounter is by nature a goal-oriented speech event. However, goals at service encounters are not simply limited to achieving business transactions; on the contrary, they reflect social and discursive practices (various keyings, Goffman, 1974). This study examines service encounter interactions in Persian retail shops in Sydney by drawing on a corpus of more than 50 hours of audio-recorded service interactions and fieldnotes. The study focuses on the intersection of social action/practices and linguistic means and the way these practices and linguistic means are interactionally realized. Unlike prior studies, which tended to focus on verbal exchanges as units of analysis, research on service encounters has recently shifted its focus toward an understanding of the social processes that are involved in such verbal exchanges. The present study is situated within the framework of Mediated Discourse Analysis (Scollon, 2001) in so far as it focuses on how the social practices involved in service encounters are always mediated by various types of mediational means. The position of a service provider, for instance, requires an ability to advise customers, to facilitate their choices, and to coordinate with other colleagues. In such settings, joint actions are not taken exclusively through language use but rather opposing habitus symbolizes their cultural capital (Bourdieu, 1977). The study will show that interactions become comprehensible when they are read in particular languages and against 'specific' cultural background knowledge shared by the participants. These findings have implications for enhancing our understanding of intercultural communication as enacted in service encounters' interactions and for learning the regional diversity of cultural values pertinent to such encounters.

### References

- Bourdieu, P. 1977. *Outline of a Theory of Practice*. Cambridge, UK: Cambridge University Press.  
Goffman, E. 1974. *Frame Analysis*. New York: Harper and Row.  
Scollon, R. 2001. *Mediated Discourse: The Nexus of Practice*. London: Routledge.

## **Naturalized politics. On the invisibility act of neoliberalism in news media**

Diana **Jacobsson** (University of Gothenburg)

diana.jacobsson@jmg.gu.se

One clear manifestation of the crisis of capitalism, the Swedish automotive crisis, took place at the same time that the discourse of individual freedom and responsibility was at its peak during the late 2000s. The core of neoliberalism has been identified as the moralizing celebration of individual responsibility, disguised as something necessary and even desirable for every human being. This posture obfuscates the contemporary transformations our society is undergoing; deregulation on the labor market and of financial flow, reduction of social protection, privatization, increased profit demands and so forth (Bourdieu & Wacquant 2001, Honneth 2004, Foucault 2008, Lazzarato 2009). These political and economic changes include elements of ideological change traceable in news material. This paper sets out to examine how the story is told and approached by journalism in conjunction with an industrial crisis, the bankruptcy and closure of Saab Automobile AB's car plant in 2010 leaving thousands of workers unemployed. The overarching question of this critical discourse analysis focuses on how journalism deals with the challenge to critically raise questions about the causes of crisis. What discursive constructions does journalism provide in the coverage of this crisis? What is the problem description, interpretation and (re)presentation of this crisis? In order to answer this, news articles from two of Sweden's largest newspapers are analyzed. The actual execution is inspired by Jäger (2001), who offers an elucidatory overview of the crucial steps for conducting an analysis like this. My results show that journalism avoids contextualization and discussions of underlying factors of the crisis to an extent that leads to the conclusion that one can speak of a political, economic and ideological matter naturalized into invisibility.

## **References**

- Bourdieu, P. & Wacquant, L. 2001. "New liberal speak: Notes on the new planetary vulgate". *Radical Philosophy*, 105, 2-5.
- Foucault, M. 2008. *The Birth of Biopolitics. Lectures at College de France, 1978-1979*. Palgrave MacMillan; Basingstoke.
- Honneth, A. 2004. "Organized Self-Realization. Some Paradoxes of Individualization". *European Journal of Social Theory*, 7(4), 463-478.
- Jäger, S. 2001. "Discourse and knowledge: theoretical and methodological aspects of critical discourse and dispositive analysis". In: R. Wodak & M. Meyer, *Methods of Critical Discourse Analysis*. London: Sage.
- Lazzarato, M. 2009. "Neoliberalism in action: Inequality, insecurity and the reconstitution of the social". *Theory Culture Society*, 29(109), 109-133.

## Twenty years of threats to the family in the UK press: a modern diachronic corpus-assisted study

Jane Helen Johnson (University of Bologna)

janehelen.johnson@unibo.it

Over the last twenty years the institution of the family in Britain has undergone major change. The advent of Beck's (1992) risk society and the growing tendency towards individualisation typical of this era have taken their toll. Characteristic of the risk society is the presence of a large number of "relatively unfamiliar threats, with new threats always lurking in the background" (Ungar 2001: 276), to such an extent that we may even begin to speak of a 'threat society' (Nohrstedt 2010: 11).

Though risk within a sociological framework has long been an object of study, risk sociology has only recently been combined with linguistics (e.g. Zinn 2010, Hardy and Colombini 2011, Hamilton et al 2007, and Johnson, forthcoming). This paper uses a similar cross-disciplinary approach to investigate diachronic changes in the linguistic representation of threat with reference to the family in news discourse.

The media plays a major role in shaping the views of the public (Kitzinger and Reilly 1997: 320) and threat is a key lexical item in news discourse, perhaps also because at least two or even three of the newsworthy roles (Galtung and Ruge 1965) --negativity, and dramatic or sensational impact, as well as personalisation--are filled by making reference to threat. This paper explores the nature of these threats, focussing, in Fillmore and Atkins' (1992) terms, on the Harm embodied by the threat, the Victim of the threat, and specifically, the Actor--whether implicit or explicit--involved in perpetrating the threat, since choice of the word 'threat', unlike its near-synonyms 'risk' or 'danger', always implies reference to an Actor.

Using an MD-CADS approach (Partington ed. 2010), I exploit purpose-built corpora featuring all the articles containing the lemma threat within a 10 word span of family/families from both the Guardian and the Daily Mail between 1993 and 2012 (each corpus containing around 1 million tokens) in order to investigate linguistic patterns around the lemma in context. Finally a qualitative analysis of particular stretches of discourse is made to build a comparative picture of changes in threats to the family in the press.

## References

- Beck, U. 1992. *Risk Society*. London: Sage.
- Fillmore, C. J. & Atkins, B. T. S. 1992. "Toward a Frame-based Lexicon: the Semantics of RISK and its Neighbours". In: A. Lehrer & E. Feder Kittay (eds.), *Frames, Fields and Contrasts: New Essays in Semantic and Lexical Organisation*. Hillsdale, NJ: Lawrence Erlbaum, 75-102.
- Galtung, J. & Ruge, M. H. 1965. "The Structure of Foreign News. The Presentation of the Congo, Cuba and Cyprus Crises in Four Norwegian Newspapers". *Journal of Peace Research*, 2, 64-91.
- Hamilton, C., Adolphs, S. & Nerlich, B. 2007. "The Meanings of 'Risk': A View from Corpus Linguistics". *Discourse and Society*, 18(2), 163-181.
- Hardy, D. E. & Colombini, C. B. 2011. "A Genre, Collocational, and Constructional Analysis of RISK\*". *International Journal of Corpus Linguistics*, 16(4), 462-485.
- Johnson, J.H. (forthcoming). "Family in the UK – Risks, Threats and Dangers: A Modern Diachronic Corpus-assisted Study across Two Genres". In: G. Maurizio & S. Giannoni Davide (eds.), *Corpus Analysis for Descriptive and Pedagogic Purposes: English Specialised Discourse*. Bern: Peter Lang.
- Kitzinger, J. & Reilly, J. 1997. "The Rise and Fall of Risk Reporting. Media Coverage of Human Genetics Research, 'False Memory Syndrome' and 'Mad Cow Disease'". *European Journal of Communication*, 12(3), 319-350.
- Nohrstedt, S.A. (ed.). 2010. *Communicating Risks: Towards the Threat Society*. Goteborg, Sweden: Nordicom/University of Gothenburg.
- Partington, A. (ed.). 2010. *Modern Diachronic Corpus Assisted Discourse Studies on UK newspapers*. Edinburgh: Edinburgh University Press.
- Ungar, S. 2001. "Moral panic versus the risk society: the implications of the changing sites of social anxiety". *British Journal of Sociology*, 52(2) (June 2001), 271-291.
- Zinn, J.O. (ed.). 2010. "Special Issue on Risk". *Critical Approaches to Discourse Analysis across Disciplines*, 4(2).

## **Representations of masculinity in the Austrian lifestyle magazine for men WIENER**

Florian **Kahofer** (Universität Wien)

florian.kahofer@reflex.at

The present work deals with representations of masculinity in the Austrian lifestyle magazine for men *Wiener*. By a corpus-based discourse analysis, a comprehensive body of all issues of *Wiener* by the beginning of 2002 to the end of 2012 is investigated. On a theoretical level *Critical Men's Studies* (KMF) (Connell, Messerschmidt, 2005) and *Feminist Critical Discourse Analysis* (FCDA) (Lazar, 2005) are linked. Similarities in the two approaches are discussed and some theoretical debates are touched on, such as the appearance of discourses about crisis and discourses about new masculinity in current publications both in Critical Men's Studies (Scheibelhofer, 2012) and Critical Discourse Analysis (Gregorio-Godeo, 2009). Discourse is defined as a tripartite entity that is practice, knowledge and text at the same time. Discourse is conceived as both socially constructed and socially constitutive. On a methodical level *Corpus-Linguistics* (CL) is applied in *Critical Discourse Analysis* (CDA) (Baker, 2006). Through the use of a concordance software, concordances of the German lexeme MANN (man) are analysed, however, limited in the way that only predications in the form of verbal phrases that contain the German lexeme "SEIN" (to be) are closely examined. Regular expressions are used, so the actual query is "m?nn++". This query returns 5,169 hits. The 346 hits containing "SEIN" are identified by hand. The results show that next to the discourses of crisis and new masculinity, issues such as health or sexuality appear. Different relations to women, and statements from women about men, play a major role. In that context discourses about gender-difference and even anti-feminist discourses can be identified. In general masculinity is presented as ambivalent and diverse. Interpretation struggles to manhood can be identified.

### **References**

- Baker, P. 2006. *Using Corpora in Discourse Analysis*. London, New York: Continuum.
- Connell, R. W. & Messerschmidt, J. W. 2005. "Hegemonic Masculinity: Rethinking the Concept". *Gender & Society*, 19(6).
- de Gregorio-Godeo, E. 2009. "British Men's Magazines' Scent Advertising and the Multimodal Discursive Construction of Masculinity: A Preliminary Study". *Estudios Ingleses de la Universidad Complutense*, 17, 9–36.
- Lazar, M. M. (Hrsg.). 2005. *Feminist Critical Discourse Analysis: Studies in Gender, Power and Ideology*. Basingstoke: Palgrave Macmillan.
- Scheibelhofer, P. 2012. "Männlichkeit: ein Geschlecht in der Dauerkrise? Die Krise als Topos und Heuristik der Männlichkeitsforschung". *Soziologische Revue*, 35(2), 168–177.

## **The Polish Catholic Church on IVF. Corpus Assisted Critical Discourse Analysis**

Victoria **Kamasa** (Adam Mickiewicz University)

vkamasa@amu.edu.pl

The aim of the study is to analyze the discourse about the In Vitro Fertilization (IVF) in the official statements of the Polish Catholic Church. IVF has been a publicly discussed subject in Poland due to the parliamentary debate (April 2012) concerning different projects connected with bioethics bills. One of the important voices in this public debate was the one of the Polish Catholic Church expressed by both individual priests and the Commission of Polish Episcopate (CPE) in its official statements. The latter is subjected to the analysis in the study to be presented. The analysis is conducted in the Critical Discourse Analysis paradigm (van Dijk, 1993) with the use of both quantitative and qualitative methods.

The main research question concerns the way IVF is discursively constructed. To discover other aspects characteristic of the discourse in question, key words approach was used (Baker, 2006). Two reference corpuses (RC1 composed of official documents from the same website as the main corpus and RC2 built from texts containing words *in vitro*) were constructed. Key words being a result of comparison to RC1 and RC2 were subjected to further qualitative concordance analysis.

The combination of quantitative and qualitative corpus methods resulted in revealing different aspects of the discourse in question. The most important one seems to be the overall negative attitude of the Polish Catholic Church against IVF visible through, for example, concentration on the technical part of the procedure or pointing to negative consequences of IVF. As for the characteristic features of the discourse in question, pointing at the constant state of endangerment and talking about laboratory aspects of different phenomena can be mentioned. Finally, the role of these discourses in legitimizing and reinforcing the power of Catholic Church in Poland is shown.

## **References**

- Baker, P. 2006. *Using Corpora in Discourse Analysis*. Continuum discourse series. London: Continuum.
- Bondi, M. & Scott, M. 2010. *Keyness in Texts*. Amsterdam, Philadelphia: John Benjamins Pub. Co.
- Duszek, A. & Fairclough, N. op. 2008. *Krytyczna analiza dyskursu: Interdyscyplinarne podejście do komunikacji społecznej*. Kraków: Towarzystwo Autorów i Wydawców Prac Naukowych "Universitas".
- Lukac, M. 2011. "Down to the bone: A corpus-based critical discourse analysis of pro-eating disorder blogs". *Jezikoslovlje*, 12(2), 187–209.
- Louw, B. 1993. "Irony in the Text or Insincerity in the Writer? The Diagnostic Potential of Semantic Prosodies". In: M. Baker (ed.), *Text and Technology*. Amsterdam: John Benjamins, 157–176.
- Salama, A. H. Y. 2011. "Ideological collocation and the recontextualization of Wahhabi-Saudi Islam post-9/11: A synergy of corpus linguistics and critical discourse analysis". *Discourse & Society*, 22(3), 315–342.
- van Dijk, T. A. 1993. *Principles of Critical Discourse Analysis*. *Discourse & Society*, 4(2), 249–283.



## **The politics of being insulted: the uses of hurt feelings in Israeli public discourse**

Zohar **Kampf** (The Hebrew University of Jerusalem)

zohar29@zahav.net.il

In public discourse incivility is manifested in a range of forms, including hate speech, racist and populist discourses, all of which consist of an offensive language used against specific social targets. Most scholarly attention has been directed to expressions of incivility produced in the discourses of offenders (e.g. Van Dijk 1987; Boromisha-Habashi 2013), or in various types of institutional discourses--in the media (e.g. Clayman and Heritage 2002; Lorenzo-Dus 2009) or in national parliaments (e.g. Ilia 2010; de Ayala 2001). Although both critical discourse and linguistic-politeness scholars admit that being offended may be the result of the hearer's assumptions about the other's behavior and may not necessarily relate to the actual words of the speaker (Culpeper 2011), very little work has been done on questions related to the discursive construction of "being insulted": How do public hearers confront insults? What does it mean to state one's own insulted feeling publically? What kind of public discourse is constructed on insulted emotions? How are hurt feelings strategically employed for various ends in public discourse?

In this presentation I analyze the meta-pragmatics of 'hurt feelings' in order to understand how speakers do things with emotions. First, I present three models of public discourse – the rational (Habermas, 1989), the confrontational (Schudson, 1997) and the emotional (Ilouz, 2003) – and discuss the role of hurt feelings within them. Second, I examine instances in which public figures have stated their insulted feelings in Israeli public discourse between 1997 and 2012, and show both how hurt feelings are employed to protest against 'politically unacceptable acts,' and, in contrast, how public actors sometimes explicitly refuse to be insulted, shifting the meaning of what is perceived as an insult by side-participants into a compliment. I conclude by discussing the relationship between insulted feelings and the three models of public discourse and by pointing out how the treatment of insulted feelings as a mediated perlocutionary acts (Kampf, 2013) allows us to shift the traditional focus of speech act theory from conventions to consequences.

## **References**

- Boromisza-Habashi, D. 2013. *Speaking Hatefully: Culture, Communication, and Political Action in Hungary*. University Park, PA: Pennsylvania State University Press.
- Clayman, S. & Heritage, C. J. 2002. *The News Interview: Journalists and Public Figures on the Air*. Cambridge: Cambridge University Press.
- Culpeper, J. 2011. *Impoliteness: Using Language to Cause Offence*. Cambridge: Cambridge University Press.
- Pérez de Ayala, S. 2001. "FTAs and Erskine May: Conflicting needs? – Politeness in question time". *Journal of Pragmatics*, 33(2), 143-169.
- Habermas, J. 1989. *The Structural Transformation of the Public Sphere*. Cambridge, MA: MIT Press.
- Ilie, C. 2010. "Strategic Uses of Parliamentary Forms of Address: The Case of the UK Parliament and the Swedish Riksdag". *Journal of Pragmatics*, 42(4), 885-911.
- Ilouz, E. 2003. *Oprah Winfrey and the Glamour of Misery: An Essay on Popular Culture*. Columbia University Press.
- Kampf, Z. 2013. "Mediated Performatives." In: J.-O. Östman & J. Verschueren (eds.), *Handbook of Pragmatics*. Amsterdam: John Benjamins.
- Lorenzo-Dus, N. 2009. "You're Barking Mad, I'm Out": Impoliteness and Broadcast Talk". *Journal of Politeness Research. Language, Behaviour, Culture*, 5(2), 159-187.
- Schudson, M. 1997. "Why Conversation is Not the Soul of Democracy". *Critical Studies in Media Communication*, 14, 297-309.
- Van Dijk, T. A. 1987. *Communicating Racism: Ethnic Prejudice in Thought and Talk*. Sage Publications, Inc.

## **Metaphors of government – the discourse of the political opposition**

Agnieszka **Kampka** (Warsaw University of Life Sciences)  
akampka@hotmail.com

The government politicians are swindlers and traitors. Contemporary situation in the country resembles the worst time of communism. People cannot trust the government. People are afraid to speak the truth. This definition of situation dominates the rhetoric of Polish political opposition (Bitzer 1999). The paper presents results of research on the language of the opposition leaders – how they talk about the government and the Prime Minister. What comparisons and metaphors are used to convince citizens of the need to change the authorities? Are there any limits of political metaphors? How does the opposition discourse affect civic engagement?

The paper presents an analysis of selected parliamentary and media speeches from 2010 to 2013. Images of politics, Prime Minister, ministers and patriots presented in public discourse shape citizens' social world. These metaphorical images are highly persuasive so the studies used were concepts of metaphor analysis and rhetorical criticism (Cameron, Maslen 2010, Kampka 2009, Semino 2008).

Political metaphors are not only rhetorical tropes (Cycero 1993) but also ways of thinking and kinds of political action (Brock et al. 2005, Schiappa 2003, Zinken 2006). The choice of metaphor depends on the ideological profile of the party and its position on the political stage, the leader's personality and intensity of emotion in political life (Lakoff 2002). Used metaphors show the stability of certain symbols but also their ability to change their meanings. Metaphors help to create the figure of the enemy. What happens when the democratic government is described as an enemy?

## **References**

- Bitzer L. F. 1999. "The Rhetorical Situation. In: J. L. Lucaites, C. M. Condit & S. Caudill (eds.), *Contemporary Rhetorical Theory. A Reader*. New York-London: The Guilford Press, 217-225.
- Brock B., L., Huglen, M., L., Klumpp J., S. & Howell, S. 2005. *Making Sense of Political Ideology. The Power of Language in Democracy*. Lanham-Oxford: Rowman & Littlefield Publishers, Inc.
- Cameron L. & Maslen, R. (eds.). 2010. *Metaphor Analysis, Research Practice in Applied Linguistics, Social Sciences and the Humanities*. London-Oakville: Equinox Publishing Ltd.
- Cicero, M. T. 1993. *De inventione; De optimo genere oratorum; Topica*. (with an Engl. transl. by H. M. Hubbell). Cambridge, Mass.; London: Harvard University Press.
- Kampka, A. 2009. *Persuasion in Political Language* [in Polish]. Warszawa: Wydawnictwo Naukowe Scholar.
- Lakoff, G. 2002. *Moral Politics: How Liberals and Conservatives Think*. Chicago: University of Chicago Press.
- Schiappa, E. 2003. *Defining Reality: Definitions and the Politics of Meaning*. Carbondale and Edwardsville: Southern Illinois University.
- Semino, E. 2008. *Metaphor in Discourse*. Cambridge, New York: Cambridge University Press.
- Zinken, J. 2006. "Discourse metaphors: The link between figurative language and habitual analogies". *Cognitive Linguistics*. 18(3), 445–466.

## **Self-expression on Youtube: Enactments of citizenship deconstructed**

Katy **Kan Hoi-Yi** (Nanyang Technological University)

katy.kan@nie.edu.sg

In this digital era, interactive affordances of the internet and its participatory culture have shifted the discussion on citizenship. Given that citizenship now commands a potentially global reach, its concerns are no longer constrained by national boundaries. In addition, novel ways of performing citizenship using new media have been introduced through options such as crowd funding, blogs, social media sites, and citizen reporting; a phenomenon that has been termed ‘playful citizenship’ (Chouliaraki, 2010). So while online citizenship has the capacity to maintain an actively political orientation through the enactment of rights alongside that of responsibilities, we also see through ‘playful citizenship’ (ibid.) a foregrounding of the element of self-mediation in the communicative acts of citizenship.

In this presentation I explore new media participation as citizenship by examining 30 Youtube videos produced by Singapore youths. The corpus includes vlogs, cut-and-mix (of various ‘social experiments’ as they are called), a public speech, a rap and others which centre around the themes of ‘kindness’, ‘civic consciousness’, ‘national identity’, and ‘activism’. Theoretically, I am guided by Chouliaraki’s (2010, 2013) notion of self-mediation in the expression of solidarity in the participatory culture of the internet. Analytically, I examine instances of stance-taking (Myers, 2010) as realized through various visual and discursive devices and discuss their potential as forms of civic engagement in Singapore’s ‘controlled democracy’. Preliminary findings suggest that many of these videos, while seemingly offering alternative enactments to mainstream hegemonic discourses in Singapore, merely reproduce, albeit with an element of self-mediation, those very discourses.

### **References**

- Chouliaraki, L. 2010. “Self-mediation: new media and citizenship”. *Critical Discourse Studies*, 7(4), 227-232. doi: 10.1080/17405904.2010.511824
- Chouliaraki, L. 2013. *The Ironic Spectator: Solidarity in the Age of Post-Humanitarianism*. Cambridge, UK: Polity Press.
- Myers, G. 2010. “Stance-taking and public discussion in blogs”. *Critical Discourse Studies*, 7(4), 263-275.

## **Narratives of the Greek debt crisis in Greek press headlines**

Themis **Kaniklidou** (Hellenic American University)  
tkaniklidou@hauniv.us

This paper examines how the Greek debt crisis has been discursively narrated in Greek newspapers. To do so, it focuses on headlines which have been selected as a unit of analysis as they form “framing devices” (Gamson and Modigliani 1989) that “condense information and offer a ‘media package’ of an issue” (de Vreese 2005: 53). The main theme negotiated in this paper is *austerity* and the *Greek crisis*, which have hit hard the Greek society since 2010. To understand, moreover, the different narrations that have been conceived by, penetrated the press and injected in the public sphere, this paper draws on narrative theory (Somers and Gibson 1994; Baker 2006). In this sense it treats narrations of the Greek crisis as public narratives (ibid) with the power to affect, shape and construct a country's ontological/private narrative space. To draw conclusions, this study mobilizes a bilingual comparable corpus of 70 headlines published in the Greek press since February 2010 when discussions of a bailout plan to be agreed with Greece commenced and were followed by announcing strict austerity measures by the Greek Government. Findings foreground discursive constructions of the Greek crisis as contamination as well as game-framing narrations of an era of austerity. This paper ultimately argues that press headlines have contributed in shaping the narrative of austerity in Greece and that the newspapers which host them have the power to expose, import, carry and construct frames of representation and interpretation of austerity and of the Greek financial crisis.

## **References**

- Baker, M. 2006. *Translation and Conflict: A Narrative Account*. London and New York: Routledge.
- de Vreese, C. H. 2005. “News framing: theory and typology”. *Information Design Journal*, 13(1), 51-62.
- Gamson, W.A. & Modigliani, A. 1989. “Media discourse and public opinion on nuclear power: A constructionist approach”. *American Journal of Sociology*, 95(1), 1-37.
- Somers, M. & Gibson, G. D. 1994. “Reclaiming the Epistemological ‘Other’: Narrative and the Social Constitution of Identity”. In: C. Calhoun (ed.), *Social Theory and the Politics of Identity*. Oxford UK & Cambridge USA: Blackwell, 37-99.

## **Violence and understanding: the case of the British press and the armed conflict of Gaza**

David **Kaposi** (University of East London)

d.kaposi@uel.ac.uk

As a result of the radical intensification of the armed conflict between the State of Israel and Hamas, between 27 December, 2008 and 18 January, 2009 at least 1300 people died in the Gaza Strip and Southern Israel, most of them civilians.

The conservative Times and the left-liberal Guardian both marshalled arguments regarding the justness of the war. They both pondered whether it was necessary or avoidable (law to war), and whether the civilian casualties during its course were simply regrettable or warrant inquiries into moral/legal responsibility (law in war). Predictably, the answers given by the conservative and left-liberal publication to these dilemmas were different. However, as this paper will show, they were not simply different but radically and categorically so. The Times adopted a position where Israeli decisions made before and during the war are not so much right, but ones that lie beyond the realm of moral responsibility, and where actions of Hamas are not so much wrong but the very incarnations of Evil. Contrary to this, in the Guardian's account Israel was not so much critiqued but downright damned as the manifestation of some violent essence, and, if not innocent, Hamas was shown to be with no responsibility to speak of concerning the proceedings.

Thus, whilst noisily different on the surface, the paper will show that there is some highly significant commonality shared by the Times and the Guardian. Namely, in arguing about war they both showcased the same logic where questions of responsibility are replaced with that of with blame and innocence, and where the human shades of grey are replaced with the mythical ones of black and white. Such may be a practical logic for the violence of war, but certainly not for peace.

## **Constructing interpretive frameworks: Discourse of Japan's public and commercial broadcasting news reporting**

Michiko **Kasuya** (University of Hyogo)

kasuya@shse.u-hyogo.ac.jp

This study is based on the view that discourse has ideological effects and is the main medium of social control and power (Wodak, 2001; Fairclough, 2003). By establishing and legitimizing existing hierarchies in society, discourse contributes to creating and sustaining the present social, economic and political issues on a global scale (Chouliaraki & Fairclough, 1999). One of the powerful means that produces and maintains ideology in society is news discourse, which not just reflects a social reality, but validates the reality it constructs (Hall, 1973; Bird & Dardenne, 1988; Fowler, 1991; McQuail, 2005).

This study examines and compares the news discourse of Japan's public broadcasting corporation (NHK) and a commercial broadcasting corporation, which is perceived to offer more critical comments on the government's policies than NHK does. This study investigates television news items that represent Japanese social, economic and political problems, in their main evening news programmes, which appear to have the largest influence, among all the media sources, on the people in Japan.

The study uses critical discourse analysis in order to decipher ideologies produced by the news discourse. Based on a multi-modal approach, it explores various linguistic and non-linguistic elements, such as the selection of information, rhetorical features, lexical items, syntax, and visual elements. The analysis seeks to reveal what kind of interpretive frameworks for understanding social issues are produced and how they are created by the news discourse of public and commercial broadcasting corporations, and to elucidate resemblances and differences between the two kinds of institutions.

This presentation focuses on the most prominent patterns of similar and differing features found in the comparative analysis. It shows that news items from the differently-funded broadcasting institutions, though situated in the same cultural and social contexts of Japan, seem to portray differing attitudes toward the government's principles. In essence, they utilize various discourse elements to construct the specific ways of thinking to deal with social issues by foregrounding, backgrounding and transforming selected aspects of events portrayed in the news discourse.

***Othering is Normative: A discursive analysis of beginning teachers' reflections about developing inclusive practices in primary schools in New Zealand***

Maria **Kecskemeti** (University of Waikato), Carol **Hamilton** (University of Waikato) and Ashlie **Brink** (University of Waikato)  
hun@waikato.ac.nz

Insights gained from changes in thinking about the nature and function of 'disability' have driven calls for equal access, equal rights and social justice for all people with disabilities. As signatory to the United Nations' Convention on the Rights of People with Disabilities the New Zealand government has mandated that all schools must be fully inclusive by 2014. Yet the legacy of past practices of prejudice, exclusion and lack of accountability remain inherent in our education system.

Initial teacher training programmes have been targeted as key points of significance in the development of more sophisticated understandings about disabling conditions and inclusive practices. Given that social practices of exclusion based on appearance and behavior are ubiquitous in New Zealand, and following the conclusion of an attitudinal shift pilot survey, we developed a circle pedagogy to help beginning teachers to engage with and reconcile the exclusionary practices of their social world with what they must now achieve as professionals in their classroom practice.

A Foucauldian-inspired discourse methodology was employed to analyse the contents of one hundred and seventy reflective journals. These were written by beginning teachers enrolled in a compulsory undergraduate paper in developing inclusive practices in which the three of us teach.

The analysis uncovered a significant 'we/they' binary deployed to construct children with disabilities as morally inferior in respect of a normative image of a non-disabled, deserving child. Tensions produced by this binary were deep and pervasive, limiting creative thoughts about how a 'both/and' rather than an 'either/or' view might assist good practice development. In the wider context in which 'othering' is normative, this finding was expected. However, the discursive examples found clearly show why teacher educators must openly assist beginning teachers to develop greater reflexivity related to this tension. We will also give work-in-progress examples of how we engage beginning teachers in unsettling practices of othering and in troubling the notion of 'normal'.

## **References**

- Arribas-Ayllon, M. & Walkerdine, V. 2008. "Foucauldian Discourse Analysis". In: C. Willig & W. Stainton-Rogers (eds.), *The SAGE Handbook of Qualitative Research in Psychology*. London: Sage Publications, 91–108.
- Education Review Office 2010. *Including Students with High Needs*. Retrieved from: <http://www.ero.govt.nz/National-Reports/Including-Students-with-High-Needs-June-2010> [Accessed 27 November 2013]
- Foucault, M. 1981. "So is it important to think?" In: J. D. Faubion (ed.), R. Hurley (Trans.), *Power: Essential Works of Foucault 1954-1984*. New York, NY: New Press, 454–458.
- Horton-Salway, M. 2001. "The Construction of M.E: The Discursive Action Model". In: M. Wetherell, S. Taylor & S. Yates (eds.), *Discourse As Data: A Guide for Analysis*. London, UK: Sage Publications, 147–189.
- Kearne, A. 2008. *Barriers to School Inclusion*. Retrieved from [mro.massey.ac.nz/handle/10179/876](http://mro.massey.ac.nz/handle/10179/876). [Accessed 27 November 2013]
- Morton, M. & Gordon, L. 2006. *Inclusive Education in Aotearoa: What Are We Doing in Initial Teacher Education, Professional Learning and Development? Final Report to NZCCS*. NZCCS Disability Action. <http://hdl.handle.net/10092/2580> [Accessed 27<sup>th</sup> November 2013]
- Oliver, M. 1996. *Understanding Disability: From Theory to Practice*. London: Palgrave MacMillan.
- Shildrick, M. 2005. "The Disabled Body, Genealogy, and Undecidability". *Cultural Studies*, 19(6), 755-770.
- Taylor, S. 2001. "Locating and Conducting Discourse Analytic Research". In: M. Wetherell, S. Taylor & S. Yates (eds.), *Discourse As Data: A Guide for Analysis*. London, UK: Sage Publications, 5-48.
- United Nations' Convention on the Rights of People with Disabilities, 2007. Retrieved from: <http://www.un.org/disabilities/convention/conventionfull.shtml> (Accessed 27 November 2013)

## **Discipline and resistance on social media: Discourse, power and context in the Paul Chambers 'Twitter Joke Trial'**

Darren Kelsey (Newcastle University)

Darren.Kelsey@ncl.ac.uk; darren.kelsey@newcastle.ac.uk

At the last CADAAD conference Unger (2012) considered the “implications of adopting a CDS framework in online contexts, particularly when faced with ‘web 2.0’ phenomena such as social networking, crowd-sourcing and participatory media”. As Unger argued, “CDS is advantageously placed, as a loose, adaptable theoretical approach rather than a rigid methodological framework, to investigate these new contexts, but it requires new tools to fully realise its potential”. By refining a traditional framework that is commonly adopted in CDS (Fairclough, 1995), and incorporating surveillance theory into this approach, I provide one example of how CDS can begin to realise such potential.

This paper analyses discourse, power and context on social media. Through a theoretical discussion of the 'Twitter Joke Trial', I highlight the growing importance of understanding 'individual communicative nuance' (ICN) and complex power relations in the production and interpretation of online texts. However, ICN is not the only problematic practice of online communications; there are other social and environmental factors that impact upon the production, consumption and interpretation of social media. Whilst adopting previous understandings of discourse, context and social practice I refine and apply models of panoptic, synoptic and omnioptic power that are applicable to the communicative complexities of social media. These dimensions of power, we argue, are unfixed and shift according to the contextual environments in which they are produced and consumed. Hence, I show that Critical Discourse Studies (CDS) can incorporate theoretical frameworks that provide the investigative and analytical approaches necessary for exploring power relations in digital media technologies. By developing this theoretical approach I propose the concept of synoptic resistance, which mobilises oppositional power against authoritative surveillance. Whilst I do not deny that broader social structures maintain top-down power, I argue that omnioptic media environments complicate these power relations in the counter-currents they provide against authority.

## **References**

- Fairclough, N. 1995. *Critical Discourse Analysis: The Critical Study of Language*. Essex: Longman
- Unger, J. 2012. “New tools for critical discourse studies in new media contexts”. Paper presented at *Critical Approaches to Discourse Analysis Across Disciplines, University of Minho, Braga, Portugal, 4-6 July*. <http://johnnyunger.wordpress.com/2012/07/05/critical-approaches-to-discourse-analysis-across-disciplines-2012/> [Accessed 25 November 2013]



## Contemporary architecture in public discourse: Glass-façade buildings

Barbara **Keszei** (Eötvös Loránd University) and Andrea **Düll** (Eötvös Loránd University)  
keszei.barbara@kvifk.bgf.hu; dandi@ppk.elte.hu

The subject of contemporary buildings has been examined from preferential point of view in environmental psychology (e.g., Heath et. al.; 2000), in architectural and urban studies (e.g., Jarosinski, 2002) and in city marketing literature (e.g., Temelova, 2004). The discourse analysis of contemporary architecture, and the understanding of the communication of professionals and lay people, are aimed at developing visual quality guidelines. Glass-façade buildings are interesting because their evaluation is often controversial.

In this study, the qualitative method of the grounded theory was used to examine how contemporary buildings, especially glass-façade buildings, are shown in lay and architectural print media after the transition of the regime in Hungary. Our research question focused on the differences between the used categories on different media platforms.

Following the work of Kerékgyártó (2006) and Bun (2006), five architectural journals and several lay papers in which architecture appeared were selected as subjects of the analysis. Owing to the fact that insufficient relevant information had been reached, a MATARKA and EPA search was performed by glass related key words and the names of glass-façade buildings.

The chosen articles were analysed using grounded theory method. The following categories were identified: reflection, light effects, insight, blurring of inside-outside, environmental fit, high-tech. Differences between lay and professional content were found in the categories of environmental fit and reflection. The reflection on the glass-façade was either considered positively due to the reflection of the environment or negatively because of the distraction from historic townscape. In general, the lay articles put emphasis on the negative side. The same pattern can be seen in environmental fit. The socio-political-economic environment is more expressed in lay content while architectural fit to the environment and the light effects of the building in their complexity are discussed in the professional content.

The empirical findings showed two main categories: transparency-openness and reflection-isolation which also appeared in architectural and urban literature. The first category included insight and blurring of inside-outside, while the second, reflection and environmental fit.

In urban planning it should be considered that the evaluation of glass-façade buildings is more positive in professional than in lay media and they even differ in the representation of each category, which may be misleading in participatory planning.

## References

- Bun Z. 2006. "Építészet a kulturális sajtóban, a könyvkiadásban és a nem írott médiában". *Utóirat*, 4, 14-26.
- Heath, T., Smith, S.G. & Lim, B. 2000. "Tall Building and the Urban Skyline: The Effect of Visual Complexity on Preferences". *Environment and Behavior*, 32(4), 541-556.
- Jarosinski, E. 2002. "Architectural Symbolism and the Rhetoric of Transparency: A Berlin Ghost Story". *Journal of Urban History*, 29, 62-77.
- Kerékgyártó B. 2006. "Az építészeti folyóiratok és a nyilvánosság. Az építészet megváltozott helyzete és az építészeti lapok". *Utóirat*, 4, 7-13.
- Temelova, J. 2004. *Contemporary Buildings in City Promotion: Attributes and Foundation of High-Profile Structures. The case of Prague and Helsinki*. Retrieved December 2, 2013 from [http://web.natur.cuni.cz/ksgrrsek/urrlab/user/documents/jajinek/Jana/Temelova\\_RTN.pdf](http://web.natur.cuni.cz/ksgrrsek/urrlab/user/documents/jajinek/Jana/Temelova_RTN.pdf)

## **Social media and critical discourse analysis: Persian identity discourse in Facebook debates**

Majid KhosraviNik (University of Newcastle)

majid.khosravinik@ncl.ac.uk

Critical Discourse Analysis has widely been interested in *mass* media discourses as sites where a bulk of discursive power is re/constructed and re/defined. Plethora of research in CDA investigates issues around language and identity, discrimination, and Self/Other representations in *powerful* texts. Despite the marked popularity of new media technologies, there seems to be a general perceived lag in research on new platforms which could partly be attributed to logistic and methodological problems of dealing with these *new* texts and genres. However, categorical changes in the dynamics of media and society (discourse and society) in interactive digital platforms e.g. social media have challenged some of the core theoretical grounds of critical communication studies - and CDA by extension e.g. the 'mass'-ness of the media, the power of media/discourse/representation and conceptualisation of audience(s). In the meantime, these communicative platforms have opened the door to an exciting (and sometimes otherwise inaccessible) wealth of texts from social discourses.

The present paper embarks on exploring some of the theoretical and methodological challenges in pursuing a critical discourse analytical research in new media environment and argues for applicability, theoretical compatibility and necessity of such studies. In its case study, the paper adopts a Discourse-Historical Approach perspective (Reisigl and Wodak 2009, KhosraviNik 2010) to investigate how *an* Iranian national identity is (re)constructed and (re)presented on a popular Facebook page called Persian Gulf in the way that Iranian users debate issues around the name of 'Persian' Gulf. Working with a fresh channel of bottom-up discourses on Facebook, the paper explores how the notion of Persian identity (Self) is constructed in contrast to the perceived 'Arab' identity (Other).

### **References**

- KhosraviNik M. 2010. "Actor descriptions, action attributions, and argumentation: towards a systematization of CDA analytical categories in the representation of social groups". *Critical Discourse Studies*, 7(1), 55–72.
- Reisigl, M. & Wodak, R. 2009. "The Discourse-Historical approach". In: R. Wodak & M. Meyer (eds.), *Methods of Critical Discourse Analysis* (2nd ed.). London: Sage, 87-121.

## **For or against: Multimodality in polarised environmental debates**

Keely **Kidner** (Victoria University of Wellington)

keely.kidner@vuw.ac.nz

A critical approach to discourse can benefit greatly from a multimodal analysis (Kress & Van Leeuwen, 1999). Many scholars argue convincingly that meaning is expressed through various modes: from gesture to colour and image, with text numbering among them (Machin, 2013; Norris, 2004). It follows that, in order to gain a more realistic understanding of communicative practices, multimodal analysis should be at the forefront of discourse analysis.

This paper presents an approach to discourse analysis which focuses on multimodality from a critical, ethnographic perspective (Blommaert, 2005). I examine how discourses are appropriated, negotiated, and resisted in controversial environmental debates through two case studies of mining projects in Alberta, Canada and Southland, Aotearoa/New Zealand. Using video-recorded interviews and artefacts (pamphlets, information sheets, etc.) collected from both industry actors and activists resisting development, I analyse how meaning is created through various modes. With this project I ask: how are discourses appropriated by the fossil fuel industry to legitimise their expansion? How are these appropriated discourses recognised and creatively resisted by the climate justice movement? And how does this play out multimodally?

Preliminary analysis shows there are a number of ways in which discourses are appropriated and resisted in these environmental debates. This paper will focus on discourses of national and regional identity in particular. What does it mean in the context of such debates to be an Albertan and what does it mean to be a Southlander? How might choosing one side position people in terms of these identities? And who determines this and how? As more mining projects are proposed throughout Australasia, North America, and Europe, these questions have implications for how such development is encouraged and resisted. The framework used in this project also has implications for how we as analysts might approach these issues, in order to gain a broad understanding that includes multimodal meaning.

## **References**

- Blommaert, J. 2005. *Discourse: A Critical Introduction*. Cambridge University Press.
- Kress, G. & Van Leeuwen, T. 1999. *Reading Images*. Routledge.
- Machin, D. 2013. "What is multimodal critical discourse studies?". *Critical Discourse Studies*, 10(4), 347–355. doi:10.1080/17405904.2013.813770
- Norris, S. (2004). "Multimodal discourse analysis: A conceptual framework". In: P. LeVine & R. Scollon (eds.), *Discourse and Technology*. Georgetown University Press, 101–115.

## **Discursive construction of values of the 2004 EU Big Bang enlargement in the British and Irish press discourse**

Maciej **Kielar** (Adam Mickiewicz University)  
maciek@wa.amu.edu.pl

On 1<sup>st</sup> May 2004 we witnessed the biggest EU expansion in its history and the EU itself seemed to be heading in a rather desirable direction. Now, we know that the following years have revealed economic, social and political crises that have heavily struck the EU and released a huge dose of EU scepticism into the public sphere.

Yet, it seems interesting to look into the past and investigate whether the public sphere was always so sceptical. Hence, the aim of this paper is to analyse the discursive construction of values responsible for the organisation and shape of the ideology of the 2004 EU enlargement in the British and Irish press. To conduct the research, the corpus of the press release consisting of some 30.000 words has been gathered. It encompasses articles published between 15 April and 7 May 2004 which represent such journalistic genres as press note, report, commentary, report with elements of commentary and coverage. In the course of the study, assumptions of CDA, and DHA especially, will be utilised to point to the strategies and expressions used by journalists to discursively construct values of the 'Big Bang' enlargement.

### **References**

- Krzyżanowski, M. & Oberhuber, F. 2007. *(Un)Doing Europe. Discourses and Practices of Negotiating the EU Constitution*. Brussels: P.I.E. Peter Lang.
- Krzyżanowski, M. 2009. "The Discursive Construction of 'Europe' and 'Values' in the Coverage of Polish 1981 'State of War' in European Media". In: A. Triandafyllidou, R. Wodak & M. Krzyżanowski (eds.), *The European Public Sphere and the Media: Europe in Crisis*. Basingstoke: Palgrave Macmillan, 174-197.
- Musolff, A. 2004. *Metaphor and Political Discourse. Analogical Reasoning in Debates about Europe*. London: Palgrave MacMillan.
- Oberhuber, F., Baerenreuter, C., Krzyżanowski, M., Schoenbauer, H. & Wodak, R. 2005. "Debating the European Constitution". *Journal of Language and Politics*, 4(2), Amsterdam, Philadelphia: John Benjamins Publishing, 227-271.
- Wodak, R. 2001. "The Discourse-historical Approach". In: R. Wodak & M. Meyer (eds.), *Methods of Critical Discourse Analysis*. 2001. London: Sage, 63-94.

### **Competing discourses of poverty in transitional context: A case study of Serbia**

Jelena **Kleut** (University of Novi Sad) and Brankica **Draskovic** (University of Novi Sad)  
jelena.kleut@gmail.com

A number of actors participate in providing discursive frames for defining and interpreting poverty, in placing the symbolic boundaries between the poor and the non-poor and in legitimising and de-legitimising of the state actions towards the poor. One of the most powerful definers of social situations are the media, and representations of the poor in the mainstream media is an important area of study. Still, in a complex media environment, the discourses surrounding the mainstream need to be further investigated; in order to do so, in this paper we turn to four groups of texts that are linked to mass media genres, but that reflect different production routines. These are 1) newspaper stories, 2) online comments to the stories, 3) stories published in the government poverty reduction bulletin and 4) stories published in the magazine Face of the Street prepared by the homeless. The analysis includes the texts published in these outlets in October of 2010, 2011 and 2012 and it is based on critical discourse analysis of macro propositions.

The research is situated in a wider context of Serbian transition from the state controlled, real-socialist economy to the liberal, market oriented economy. Two systems, as two opposed poles, include different treatments of the poor and socially excluded groups. On the discursive level, both systems have an ideology through which they generate legitimacy for the actions and measures. This yields different, sometimes contradictory, discourses that stem from different ideological frames that compete in the transitional period.

Dress-code discourse understood as mostly implicit shared ‘knowledge’ is ubiquitous in Russian commercial organizations. In major companies it exists in explicit form as part of corporate ‘codes of conduct’ and practically everywhere in employees’ ideas of adequate ‘corporate appearance’ which they readily explicate when asked for in interviews (cf. Bourdieu’s notions of *doxa* and *epoche*). The aim of the study to be presented was to identify if and by which logics Russian companies actively strive to regulate their employees’ appearances, how employees (including middle-rank managers) receive and rework these attempts or avail of their own ‘knowledge’ concerning requirements to appearance in the workplace. Given the great concern Russian people have for the visualization of social status by dress (cf. Elena Goscilo a.o. ‘Glamour’) the question acquired additional topicality.

The study was based predominantly on a series of semi-structured interviews conducted in 2011 in 13 companies active in different fields in a major Russian city, which resulted in 30 interviews. In addition, a number of corporate ‘codes of conduct’ were analysed. Analysis focused on: the topics that emerged in connection with the subject matter ‘dress-code’ in the ‘codices’ on the one hand, and in interviewees’ argumentations, on the other; the argumentations (analysis following Christoph Lumer) by which these topics were articulated into specific logics; the mostly implicit assumptions such argumentations were based upon; the keywords appearing in these texts. The results of the text analyses were interpreted against the background of the specificity of Russian business: its history of emergence from the early 1990s on that is also reflected in the organizations investigated.

Corporate dress-codes – not surprisingly – are based on one central principle: conservatism. Spelled out, this implies the curbing of all types of ‘excesses’ – ethical (revealing highly sexist tendencies being very concerned with plunging necklines and skirt-lengths); aesthetical, propagating the ‘moderate’, ‘elegant’, ‘classical’. In this respect, capitalist dress-code strategies reveal distinct continuities of decades of post-war Soviet cultural politics with the aim of ‘refining the taste of the people’ – both are very (*petit*) bourgeois.

Still, dress-code discourse as reproduced by employees in interviews reflects *different* corporate ‘ideologies’, which “are constructed, used and changed by social actors as group members in specific, often discursive, social practices” (Teun van Dijk), and which to a greater or lesser extent and in specific, not necessarily straightforward, ways reflected managerial active regulative efforts.

And finally, interviewees turned out to be highly aware of the psychological effects of ‘corporate appearance’ not only on their personal identities and their perception by others, e.g. colleagues and/or collaborators, but also of the disciplining effects of dress-code rules intended to ‘attune them to work’ and to capitalize on their appearance. In turn, respondents revealed great skill in employing existing dress-code rules as a resource for developing their own “strategies” – understood here following Bourdieu as the habitual, not fully conscious, orientation of action towards the requirements of the respective field.

## **National Identity and Presidential Rhetoric in Belarus**

Lina **Klymenko** (University of Eastern Finland)

lina.klymenko@uef.fi

A number of previous studies on national identity in Belarus focus on various components of the Belarusian collective identity, such as language, culture, historical myths, and literary traditions (Ioffe 2003, Brüggemann 2010, Titarenko 2007, Marples 1999, Sahm 1999). In particular, the creation of the national identity through the Great Patriotic war myth as employed by the Belarusian president has become a focus of scholarly attention (Goujon 2010, Rentrop 2004, Sahm 2008, Chiari and Maier 2004). In addition to previous studies, this work focuses on presidential rhetoric and identity politics in Belarus. However, in contrast to previous studies, this paper analyses presidential speeches that over the years were delivered on the occasion of the Independence Day in Belarus. The analysis of the president's speeches is employed using the principles of critical discourse analysis and of analysis of political rhetoric (Krzyżanowski 2008: 162–181, Wodak 2008). As a special genre of text, political speeches offer guidance on norms and values to the public, thus imposing a sense of societal coherence and consensus among the audience (Sauer 1997, pp. 47–48, Wodak et al. 2009, p. 70). In this paper, the understanding of national identity rests upon the concept of a discursive formation of a nation. Nationalism is defined as a particular form of a discourse, a particular way of seeing, speaking, and interpreting the world. The discourse of nationalism divides the world into “us” and “them”, constructing a homogeneous and fixed identity and perceiving the world as “friends” and “enemies” (Billig 1995, Calhoun 1997, Özkırımlı 2011).

## **Corpus-Based Discourse Analysis of the Roma Travellers' Representation in the British Press**

Zeynep Cihan **Koca Helvaci** (Lancaster University)

Zeynep.koca@gmail.com

The Roma Travellers who are also known by other names have been subjected to entrenched discrimination throughout history all over the world. These stateless and scattered minority groups are generally associated with negative images like crime and disorder. Their official invisibility and lack of solidarity lead to their misrepresentation and scapegoating. A recent survey carried out by the University of Salford (2013) has demonstrated that Britain has one of the biggest Roma populations in Western Europe. As British newspapers give a wide coverage to immigrants and asylum seekers (Baker et al., 2008), it is frequently possible to see news stories about the Roma migrants on the press.

This paper attempts to unearth the ways of discrimination against the Roma people in the British newspapers. Studying discrimination in media discourse is of critical importance as media with its persuasive power and ubiquity can manipulate the opinions of the readers about the minorities (Fowler, 1991; Van Dijk, 1991). There has been considerable increase of interest towards the Roma people in the British media in the second half of 2013 for two reasons. Firstly, the former Home Secretary David Blunkett's angry remarks about the Roma minority in Sheffield were fuelled by the Deputy Prime Minister Nick Clegg. Secondly, the 'blonde angel' found in a Roma camp in Greece not only sparked the 'kidnapper' stereotype but also started a debate on prejudice towards the Roma people. This study aims at carrying out corpus based discourse analysis of the Roma Travellers' representation in the British newspapers in the last six months of 2013. The data will be gathered from LexisNexis database and analysis will be made with AntConc. Corpus analysis is of great use to explore hidden ideologies and attitudes towards a specific minority group. Stubbs (2001: 215) states that repeated patterns manifest the prevalence of evaluative meanings in a discourse community. Considering the role of repeated patterns in constructing and reinforcing cultural stereotypes, this study focuses on collocates and discourse prosodies of the words 'gypsy(ies), Roma people, Roma traveller (s) and Romani (people)'.

### **References**

- Baker, P., Gabrielatos, C., KhosraviNik, M., Krzyzanowski, M., McNery, T. & Wodak, R. 2008. "A useful methodological synergy? Combining critical discourse analysis and corpus linguistics to examine discourses of refugees and asylum seekers in the UK press". *Discourse and Society*, 19(3), 273–306.
- Fowler, R. 1991. *Language in the News. Discourse and Ideology in the Press*. London: Routledge.
- Stubbs, M. 2001. *Words and Phrases: Corpus Studies of Lexical Semantics*. London: Blackwell.
- Van Dijk, T.A. 1991. *Racism and the Press*. London: Routledge.



### **Revisiting the WAR metaphor in end-of-life care**

Veronika **Koller** (Lancaster University), Zsolia **Demjen** (Open University), Jane **Demmen** (Lancaster University), Andrew **Hardie** (Lancaster University), Sheila **Payne** (Lancaster University), Paul **Rayson** (Lancaster University) and Elena **Semino** (Lancaster University)  
v.koller@lancaster.ac.uk

In the project ‘Metaphor in End-of-Life Care’ we investigate metaphor use in a 1.5 million-word corpus of interviews and online forum contributions by terminally ill patients, family carers and health professionals. In this paper we revisit the controversial ‘WAR metaphor’ in relation to terminal illness by exploring how it is used by patients.

Sontag (1978) famously argued against the use of WAR metaphors in relation to terminal illness. Since then such metaphors have frequently been criticised for their potential to harm and disempower patients, and have been systematically avoided in official documents such as the 2008 End-of-Life Care Strategy for England and Wales.

However, the analysis of our patient data shows that there is no one WAR metaphor and that the continuing use of metaphors to do with war, battles and violence deserves detailed attention. We discuss the different types of WAR metaphors and explore the various situations, interactions and attitudes they describe, including patients’ attempts to recover from illness, their hospital stays and their interactions with health professionals (e.g. ‘health professionals have to provide the armoury’, ‘arming oneself with knowledge to talk to the professionals’). Furthermore, WAR metaphors sometimes have a positive function, such as expressing personal determination, self-empowerment and solidarity (e.g. ‘you are such a fighter’), and we reflect on the implications of these metaphors for the extreme imbalances of power that come with the end-of-life care context.

### **Reference**

Sontag, S. 1978. *Illness as Metaphor*. New York: Farrar, Straus and Giroux.

**“Excellent tools but only if they are used appropriately”: Discourse metaphors of social networking in clinical literature and their implications for health communication**

Nelya **Koteyko** (University of Leicester) and Daniel **Hunt** (University of Leicester)  
dh203@le.ac.uk

Since early references to the Internet as an ‘information superhighway’ and ‘cyberspace’, metaphor has had a long-standing role in shaping coherent understandings of new media, how they should be used and who by. A recent shift in this discursive landscape is the phenomenon of online social networking. Driven by the substantial growth in private and organisational use of social networking sites (SNSs), online networking is increasingly the focus of medical discourse, including an emerging body of published clinical literature in which the meanings of SNSs and their relationship to health are negotiated.

This paper presents a critical metaphor analysis (Charteris-Black, 2005) of representations of SNSs in this growing clinical domain. Based on an examination of 80 recent clinical articles, our analysis illustrates that the role of SNSs in healthcare is configured through discourse metaphors that repeatedly frame SNSs as a tool, conduit, and a dangerous physical space. These metaphors posit alternative empowering and disempowering functions for SNSs and cue corresponding identities for healthcare organisations, medical professionals, and lay patients. In reiterating existing arguments of e-health as both inherently risky and empowering, these representations also signify that online networking has become a new frontier in which the discourses of health consumerism and medical paternalism are deployed.

Combining this critical analysis with recent debates in Science and Technology Studies (Borup *et al.*, 2006), we argue that discourse metaphors employed in this field function as rhetorical framing devices that influence social expectations and future uses of online networking by health practitioners, researchers and policy makers. Most notably, these metaphors characterise SNSs as essentially controllable by agentive users and anticipate successful medical interventions using social media while eliding the personal and social factors that shape and restrict health-related behaviours online.

**References**

- Borup, M., Brown, N., Konrad, K. & Van Lente, H. 2006. “The sociology of expectations in science and technology”. *Technology Analysis & Strategic Management*, 18(3-4), 285-298.
- Charteris-Black, J. 2005. *Politicians and Rhetoric: The Persuasive Power of Metaphor*. Palgrave-MacMillan.

## **The rhetoric of ideological renewal in party conference speeches of the British Labour Party and the German SPD between 1990 and 2005**

Michael **Kranert** (UCL London)

m.kranert.11@ucl.ac.uk

Parties are usually seen as representing political ideologies (Adams 1998: 9) and a party's ideology is part of its identity (Buckler and Dolowitz 2009: 12). But how do party representatives argue for a change of a party's ideology and how is this rhetoric influenced by the political context?

In an analysis of party conference speeches from the British Labour Party and the German SPD between 1990 and 2005, this paper aims to compare the language of ideological renewal in these two parties at different time. Although both parties publicly announced an agreement on the renewal of social democracy in the Schröder-Blair-Paper in 1998 (Blair and Schröder 1998), I will discuss the differences of the rhetoric of renewal at party conferences, using a discourse-linguistic multi-layered analysis (Spitzmüller and Warnke 2011). I will also demonstrate how these differences can be explained by differences in the context of political culture (Dörner and Rohe 1991; Seck 1991; Welch 2013).

On the transtextual layer, the paper will firstly employ will employ Freedden's (1998) methodology in order to the ideologies of the two parties in question as complexes of political concepts organised in a core-periphery structure. This structure is called the morphology of ideologies. Since party political discourse is often about the changing importance of concepts and a change of their relative positions in the conceptual morphology of ideologies, the paper will then establish which topoi (Wengeler 2013) are employed to argue for changes in the morphology of the parties' ideologies. Intratextually, it will analyse the differences of the genre 'party conference speech' in Germany and the UK. An integrated analysis of lexical and grammatical metaphors (Simon-Vandenberg 2003; Charteris-Black 2006) and an analysis of lexico-semantic strategies (Klein 1989; Girth 2002: 47–71) will reveal the linguistic strategies employed by speakers to convince party members and external audiences at the same time.

## **On talking ducks and dinosaurs – A multimodal analysis of funny creatures in Internet memes**

Jan **Krasni** (University of Belgrade) and Janina **Wildfeuer** (Bremen University)

jan.krasni@uni-konstanz.de; wildfeuer@uni-bremen.de

This talk wants to focus on a multimodal analysis of small text-image artefacts that appear frequently throughout the World Wide Web. It thereby provides a framework for the examination of how meaning can be constructed out of the intersemiotic interplay of the resources used in these artefacts. Whereas online memes are already a matter of interest particularly from a sociocultural perspective, their basic meaning construction has so far not been analysed in further detail. Especially the inference processes that are necessary for drawing hypotheses about coherence and structure of the short texts are often left unmentioned in other analyses. The polyphonic structure of the meme-units, for example, consists of a very strict form on the visual level (that in many cases contain a picture of an animal) and some rather free content on the linguistic level. The visual mode thereby usually has its background in popular culture and represents so-called decontextualised Key Visuals. These, however, become recontextualised in each situation in which they are used with a specific verbal comment. The talk therefore wants to show how these Key Visuals can be systematically analysed both in terms of their respective functions for the interpretation of the multimodal meme as well as with regard to the iconic content that is reproduced in various other memes. We will thus, on the one hand, give examples of analysing the semantic and intersemiotic content of this image-text artefact with the help of multimodal discourse analytical tools and, on the other hand, instances of its sociocultural use in various discourses.

## **Social construction of the domestic violence problem. Media and social campaign discourse in Poland**

Iwona **Kudlińska** (University of Łódź) and Andrzej **Kacprzak** (University of Łódź)  
kudlinska@interia.eu; andrzej\_kacprzak@interia.pl

Domestic violence is undoubtedly considered to be one of the most important social problems in Poland. However, it appears that domestic violence in Poland is also a specific matter in terms of a somewhat unclear status. On one hand, the Polish government has lately passed the Counteraction to Domestic Violence Law; on the other hand, though Poland still lingers over signing the Council of Europe Convention on preventing and combating violence against women and domestic violence. On one hand one can observe an increasing number of informative and social campaigns focusing on the problem, while on the other hand many myths of violence are still vivid (such as: “Domestic violence is a personal problem between a husband and wife, it is therefore a private matter”, “Domestic violence occurs only in poor, uneducated and minority families”, “Some people deserve to be hit” or “provoke the abuser”, “Victims must like being subjects of violence, because if they didn’t, they would have left the abuser”, and so on).

The authors would like to present an analysis of the problem of domestic violence in the context of “othering” process. Othering is associated with, and reinforced by, a number of social processes, such as stereotyping and stigmatizing of both victims and offenders, discrimination of selected groups of victims, legitimating social oppression and inequalities. Specific features of media discourse on domestic violence in Poland include: ideologization (both of law adoption and helping process), pathologization (of family problems), and politicization. The aim of the presentation is to present the process of social construction of domestic violence problem – through language and images – in media discourse, especially in informative and social campaigns in Poland.

## **Attributed Stance as Discursive Manipulation: A Critical Discourse Analysis of (PRODUCT) RED**

Ann Kumm (Old Dominion University)

akumm@odu.edu

This paper examines spoken discourse by means of a critical discourse analysis, demonstrating how stance attribution can be used as a means of manipulation in the discourse of a *for-profit*, marketized philanthropy campaign (i.e. (PRODUCT) RED). Justine and Nikolas Coupland's (2009) notion of stance attribution within interaction (i.e. imposing, projecting, and/or shaping the positioning of speaker's interlocutors) emphasizes "the connection between linguistic stancetaking and the production of a normative moral social order" (Coupland & Coupland 2009: 247; Irving 2009: 55). On a broader scale of social relations, the notion of stance attribution is examined by using Teun Van Dijk's (2006) triangulated manipulation framework linking discourse, cognition, and society.

By merging the aforementioned prior research in a qualitative critical discourse analytic approach, I demonstrate how stance attribution is a manipulation strategy playing a key role in the illegitimate dissemination of normative ideologies (e.g. consumerism, neoliberalism, materialism, and globalization). Coded elements include modality, self-reference, audience reference, positive self-preservation, negative other presentation, intertextuality, attitudinal adjectives, and bids for authority made by the speaker.

Divided into five parts, the first section of the paper presents the general area of the analysis, linking the present study to prototypical topics examined in critical discourse analysis (i.e. politics, media, etc.). The second situates the analysis with prior scholarship by placing it in context with information that may or may not be outside the realm of general shared knowledge (i.e. Van Dijk's triangulated framework, corporate philanthropy, ((PRODUCT) RED). The subsequent sections include: descriptions of the methodology, analyses of the results, discussions of the findings, and brief overview and conclusions.

This paper makes three primary contributions: (1) it responds to both Coupland and Coupland's—as well as Van Dijk's—call for additional inquiry to confirm their findings and further their research, (2) it proposes that attributed stance is another way manipulation can be achieved in discourse, and (3) it recommends that further research concerning discursive manipulation should include analyses of stance attribution.

### **References**

- Coupland, J., & Coupland, N. 2009. "Attributing stance in discourses of body shape and weight loss". In: A. Jaffe (ed.), *Stance: Sociolinguistic Perspectives*, (Oxford Studies in Sociolinguistics). NY: Oxford University Press, 227–249.
- Irvine, J. T. 2009. "Stance in a colonial encounter: How Mr. Taylor lost his footing". In: A. Jaffe (ed.), *Stance: Sociolinguistic Perspectives*, (Oxford Studies in Sociolinguistics). NY: Oxford University Press, 53–71.
- Jaffe, A. (ed.). 2009. *Stance: Sociolinguistic Perspectives*. (Oxford Studies in Sociolinguistics). NY: Oxford University Press.
- Van Dijk, T. A. 2001. Critical Discourse Analysis. In: Schiffrin et al., 352–366.
- Van Dijk, T. A. 2006. "Discourse and manipulation". *Discourse and Society*, 17, 359–383.

**Interventionist tendencies in Turkish foreign policy: Seeking legitimacy for direct intervention of Syria**  
Can Küçükali (Lancaster University)  
cankucukali@gmail.com

This research delves into the problem of the increasingly interventionist tendencies in Turkish foreign policy on Syria from 2011 to 2013. In order to understand how the policymaking preferences of military operations are legitimized and promoted in the political discourse of the Turkish government, 166 governmental texts in two years from 2011 to 2013 are investigated in terms of the implementation of strategies proposed by several scholars (van Leeuwen & Wodak, 1999; van Leeuwen, 2007, 2008; Reisigl and Wodak, 2001, 2009; Reyes, 2011).

The results show that the increasing willingness of the Turkish government for a military action in Syria is systematically operationalized in several stages within each type of legitimation strategy and some hybrid stages were observed where multiple strategies are functionalized in a transformative way on the macro level (van Leeuwen and Wodak, 1999) to overcome international reluctance and provide support for a prospective military action. In the end, the results on the discursive level are evaluated in light of recent political developments for a comprehensive understanding of the meaning and limits of the implemented strategies.

### References

- Cap, P. 2008. "Towards the Proximity Model of the Analysis of Legitimization in Political Discourse". *Journal of Pragmatics*, 40(1), 17-41.
- Cap, P. 2010. "Axiological Aspects of Proximity". *Journal of Pragmatics*, 42(1), 392-407.
- Phillips, C. 2012. "Turkey's Syria Problem". *Public Policy Research*, 19(2), 137-140.
- Reisigl, M. & Wodak, R. 2001. *Discourse and Discrimination: Rhetorics of Racism and Antisemitism*. London: Routledge.
- Robins, P. 2013. "Turkey's 'double gravity' predicament: The foreign policy of a newly activist power". *International Affairs*, 89(2), 381-397.
- Wodak, R. & Meyer, M. 2001. *Methods of Critical Discourse Analysis*. London: Sage.
- Wodak, R. 2009. *The Discourse of Politics in Action: Politics as Usual*. London: Palgrave Macmillan.

## **True balance and reciprocity? Power relations between employers and potential employees as reflected in job advertising discourse**

Jolanta Łacka-Badura (University of Economics in Katowice)

jolanta.lacka-badura@ue.katowice.pl

Drawing on the foundations laid by critical discourse scholars, researchers investigating business/organisational discourse increasingly focus their attention on the issues of power in business communication, particularly in connection with dominance and inequality. They seek to gain insights into how power relations affect and are affected by organisational discourses, as well as reveal the signals of dominance and inequality hidden within the discursive structures that disempower or marginalise some members of organisations (e.g. Bargiela-Chiappini and Nickerson, 2007; Fairclough, 1992; Gimenez, 2009).

The present paper attempts to investigate power relations between employers and potential employees as reflected in the discourse of recruitment advertising. Drawing on the concepts of Employer Branding and Employee Value Proposition, whereby employers are encouraged to treat existing and future employees with a similar (if not the same) care and coherence as they would value customers (Barrow and Mosley, 2005; Hill and Tande, 2006; Martin and Hetrick, 2006; Torrington et al., 2005), the study seeks to examine whether job advertisements may indeed be regarded as reflecting a balanced relationship and full reciprocity of benefits between employers and job seekers.

Based on a corpus of 236 online recruitment ads, the analysis investigates in the first instance the persuasive strategies employed by the communicators to encourage the most valuable candidates to apply. Secondly, it examines the grammatical structures found in the corpus, viewed as possible signals of unequal power relations between employers and prospective applicants. The findings seem to indicate that job ads are heavily 'colonised' by the discourse of commercial advertising (cf. Bhatia, 2004; Fairclough, 1995, 2001). The multitude of persuasive tactics identified in the corpus suggest a high likelihood of an excessively and unjustifiably optimistic interpretation of the benefits involved in the positions offered. The analysis of grammatical structures, particularly with regard to the use of modal verbs and personal pronouns, also imply that the power relations between employers and potential employees should not be perceived as entirely equal.



## **A little bird told me: Contested discourses in tweeting the 2011 London riots**

Ian R. Lamond (Leeds Metropolitan University)

I.Lamond@leedsmet.ac.uk

The violence that took to the streets of UK cities in August 2011, produced headlines in news media globally. In London the fires and looting that followed a peaceful protest over the death of Mark Duggan, and continued over the following week, reverberated throughout the digital public realm. This paper will present an early stage analysis and discussion of the contesting discourses associated with those events, as articulated through English language tweets, which were published online between the 4<sup>th</sup> August 2011, when Mark Duggan was shot, and the first night police officers reported a return to *peaceful streets* (12<sup>th</sup> August).

The paper will present some initial findings from a proposed more comprehensive analysis of the twitter discussion of the UK riots. Beginning with a comparison of timelines describing the development of those events, produced by the BBC, Channel 4 and the independent website Crisis Commons, key moments of the 'London riots' will be identified. Those moments will then be cross referenced with the representation of them in the English language Twitter comments. A mixed methods approach will be applied to the data to further our critical understanding of how contested events are articulated in digital discourses.

The theoretical framework that will be adopted is rooted in Wittgenstein's philosophy of language, Foucault's interpretation of discourse and the conceptualisation of the *Public Sphere* found in the work of Habermas. Insights from those perspectives will be applied to the contested articulation of *real world* events in the digital realm.

This paper, which is a pilot study, will draw upon quantitative elements of linguistic analysis, such as those proposed by Helfman (1994) in his research into similarity patterns in language, and the use of recurring plots suggested by Angus, Smith & Wiles (2012), as well as more qualitative approaches to the critical analysis of discourse developed by Fairclough (2010) and Wodak & Meyer (2009).

## **References**

- Angus, D., Smith, A. & Wiles, J. 2012. "Conceptual recurrence plots: Revealing patterns in human discourse". *IEEE Transactions on Visualization and Computer Graphics*. 18(6), 988-997.
- Fairclough, N. 2010. *Critical Discourse Analysis: The Critical Study of Language*. Longman, London
- Foucault, M. 2011. *The Government of the Self and Others*. Tr. G. Burchell. Palgrave Macmillan, Basingstoke.
- Foucault, M. 2012. *The Courage of Truth: The Government of Self and Others*. Tr. G. Burchell. Palgrave Macmillan, Basingstoke.
- Habermas, J. 2005 [1992]. *The Structural Transformation of the Public Sphere: Inquiry into a Category of Bourgeois Society*. Polity, Cambridge
- Helfman, J. L. 1994. *Similarity Patterns in Language*. AT&T Bell Laboratories. New Jersey.
- Wittgenstein, L. 2001 [1953]. *Philosophical Investigations*. Blackwell Publishing, Oxford.
- Wodak, R. & Meyer, M. (Eds.). 2010. *Methods of Critical Discourse Analysis*. Sage, London.

## **The pot calling the kettle black? Exploring discursive practices of Othering in Chinese and Japanese press narratives**

Lutgard **Lams** (Faculty of Social Sciences, KULeuven Campus Brussels, HUB) and Yuan **Yuan** (Faculty of Foreign Language School, Zhongnan University of Economics and Law, China)  
lutgard.lams@kuleuven.be; findyuan@gmail.com

At times of destabilizing events in a community's history when the Self is perceived to be threatened by external as well as internal forces, attempts are being made at reinforcing sensations of shared values and cultural/national/regional identities. This seems endemic of any society where discourse plays a facilitating role as binding force of common cultural values, histories and political interests.

Based on findings of two separate studies, analyzing how the official Chinese media as well as the Japanese media employ similar discursive practices of Othering and self-glorification, this paper sets out to demonstrate that positional superiority, as detected by Edward Said (1978) in Western notions about the Oriental Other, is inspired by national/regional interests rather than mere culturalist ethnocentrism. Both studies trace critical moments in a community's history when conflicts erupt with a foreign outsider. For the Chinese case study, continuity in practices of positioning the Self/Other over a time span of 10 years is demonstrated by comparing the incidents of the 2001 diplomatic standoff between China and the US following the spy plane collision near Hainan Island, and the 2010 Sino-Japanese tension concerning the Chinese fishing boat collision with the Japanese coastal guards in the disputed waters of the Tiaoyutai Islets. Findings of the Japanese corpus demonstrate similar practices in the media accounts on the same Sino-Japanese sovereignty dispute over the East China Sea islands. Both studies analyzed similar linguistic tools of alienation and empowerment drawing on comparable methodological insights from Social Representations Theory, Language Pragmatics and Critical Discourse Analysis.

### **Reference**

Said, E. 1978. *Orientalism: Western Concepts of the Orient*. Harmondsworth, UK: Penguin Books.

### **Left-wing leader's style in a campaigning context**

Camille **Laporte** (University of Leeds)

encgl@leeds.ac.uk

Political discourse is normally thought of in terms of left, right and centre, but in practice, it is mostly transmitted through and expressed by powerful, charismatic individuals: political leaders. Such leaders use language as a means 'to sketch a positive image of themselves' (Cabrejas-Peñuelas & Díez-Prados, 2014:160) and adopt attitudes or stances in order to appeal to the public/voters, and get elected. The present study focuses on style variation in the cross-cultural context of presidential campaigning in France and the United States (US), more specifically on two 'Left-wing' presidential election candidates: Barack Obama in the 2008 US elections, and François Hollande in the 2012 French elections.

This study is based on the analysis of features, such as participants and processes, described in Critical Discourse Analysis (Fairclough, 1995) informed by Systemic Functional Linguistics (Halliday, 2004) which are then analysed through the Wordsmith corpus analysis software (Scott, 2012). The aim to this study is twofold: first, to better define the nature of the discourse of political leaders in a campaigning context, and second, to define stylistic features proper to each speaker in the context of political campaigning, and in comparison to campaign speeches from the same period from each country.

Ultimately, this work is to be developed on a 2.7 million word purpose-made corpus of political discourse from the UK, US and France, of which the two subcorpora used for the purpose of this paper have been extracted.

### **References**

- Cabrejas-Peñuelas, A. B. & Díez-Prados, M. 2014. "Positive self-evaluation versus negative other-evaluation in the political genre of pre-election debates". *Discourse Society*, 25(2), 159-185.
- Fairclough, N. 1995. *Critical Discourse Analysis: The Critical Study of Language*. London: Longman.
- Halliday, M. A. K. 2004. *Introduction to Functional Grammar* (3rd ed.). London: Oxford University Press.
- Scott, M. 2012. *Wordsmith Tools 6.0*. Lexical Analysis Software Ltd.

## **Refugee identity and belonging in Malaysia: An analysis of positioning through narratives of two Malaysian born Myanmar refugees**

Charity **Lee** (University of Malaya) and Zuraidah **Mohd Don** (University of Malaya)

charityyy@gmail.com; zuraida@um.edu.my

As of October 2013, some 125,375 asylum seekers and refugees currently reside in Malaysia. The state does not legally recognise refugees, but under an agreement with the UNHCR it has granted permission to the asylum population to live in Malaysia while awaiting resettlement to a third country. However, the resettlement process and criterion are highly stringent and leave many refugees languishing in Malaysia for many years. Some even wait decades without any hope of resettlement. Deprived of local integration, support structures, and legal rights while they wait in Malaysia, refugees live in a state of suspension and limbo.

Through the narrative accounts of two youth Myanmar refugees, who were both born in Malaysia, this paper explored their negotiation of identity and belonging despite living in a state of suspension. The narratives were analysed using four layers of positioning that are essential to self-construction in autobiographical narratives as described by Wortham & Gadsden (2006): *narrated events, voicing, evaluation (of voices) and interactional positioning (with interlocutors)*.

Results showed that the concepts of home and belonging for these two Malaysian born Myanmar refugees were highly complex and constantly undergoing re-representation. Assuming the position or role of Malaysian citizens and alternate selves also allowed the narrators to cope with potentially hostile situations with local residents. Furthermore, the way narrators positioned others in their narratives and themselves in relation to the interviewer helped them legitimise their own particular personal ambitions and motivations. The paper also discusses the use of positioning as an analytical tool for autobiographical narratives among vulnerable groups.

## **Discursive Representation of National belonging and the Experience of Immigration (among Korean Immigrants in Canada)**

JiHye **Lee** (Carleton University)

utopia2013@hanmail.net

Canada has prominently endeavoured to implement multiculturalism as its nation-building strategy to deal with diversely cohabiting ethnolinguistic groups where multiculturalism entitles constitutional equity of cultural maintenance of various ethnolinguistic heritages in Canada. However, it has consistently been questioned how immigrants develop their senses of belonging to Canada while they preserve their inherited ethnolinguistic and cultural identities. Using critical discourse analysis, this study explores discursive representation of national belonging and attachment within the Korean immigrants—as one of the most rapidly growing immigrant groups in Canada (Statistics Canada, 2006). Examining five samples of televised autobiographical narratives produced by Korean immigrants, the study identifies common emergent themes and linguistic markers that manifest a developed sense of national belonging and affiliation among these immigrants. This study seeks to identify frequently emergent themes and linguistic markers that manifest national identity. The discourse analysis focuses on discursive strategies such as use of deictic pronouns, modality, lexicalization and presupposition. Further, the study highlights a multidimensional negotiation between inherited ethnocultural and adopted national orientations while illustrating that national belonging is electively constructed and multifaceted. Moreover, this study might provide an insight into possible discursive models of representing identity of immigrants and transnational practice that leads to national integration and attachment to Canada notwithstanding ethnolinguistic and cultural divergences.

## **The unemployed as others: protestant work ethic meets neoliberal politics**

Ella **Lillqvist** (Aalto University School of Business)

ella.lillqvist@aalto.fi

This study sheds light on neoliberal politics as embedded in wider discourses and cultural tradition, in the particular case of the portrayal of the unemployed in Finland. The study is positioned within critical discourse studies, and it refers to research on unemployment from various fields to support the analysis.

The method combines corpus methods with qualitative discourse analysis. The small-scale, non-annotated, tailored corpus includes texts from the Finnish law, brochures of the unemployment office, letters to the editor from a large Finnish newspaper, as well as blog posts and comments to them. The main findings suggest, somewhat unsurprisingly in the present neoliberal context, that unemployment is generally seen as a person's own choice or fault. In addition, work is commonly seen as an end in itself and people are apparently expected to want to work even without compensation, which raises questions of inequality and exploitation. The authorities emphasize that the job seeker should be "active", but the analysis reveals that this activity is essentially defined as obeying orders. There is an implicit requirement that not only work, but also other measures equated to work by the authorities, should be wanted by the job seeker. A genuine desire to engage in actions imposed from the outside and defined as useful by someone else may, however, be a paradoxical requirement. This exemplifies the (mis)use of power through the definition of concepts.

In the everyday discourses of the citizens, the unemployed are seen as others. The unemployed may, for example, be seen as living too comfortable and easy lives. A counter-discourse emphasizes the poverty and disadvantaged position of the unemployed. Those who support the unemployed focus on denying negative claims; more positive counter-discourses are strikingly absent. The study further discusses how alternative discourses may be created and supported.

## **Tracking Argentine presidential discourse (2007-2014): a computational approach**

Alon **Lischinsky** (Oxford Brookes University)

alon@lischinsky.net

Over the past two decades, the rapid growth in the use of the Internet has made available to researchers an increasingly vast and varied stock of materials of linguistic and critical interest. Recent research into political discourse, for example, has benefited from the opportunities presented by large-scale, electronically-available corpora to identify the expressive patterns that are characteristic of specific political styles (Kaufer & Hariman 2008), or to trace subtle diachronic trends (Partington 2012) that would be invisible to the naked eye.

Nevertheless, exploring the content of collections containing thousands of press briefings, congressional debates or committee reports presents new methodological and practical challenges. In this paper, I seek to show the usefulness of computational methods for the exploration of political discourse. Employing a family of probabilistic methods based on the co-occurrence of terms in a corpus, often called topic models (Riddell 2014), I analyse the complete set of public speeches by Argentine president Cristina Fernández (2007-2014). Modelling this corpus reveals not only the varying weight of specific political issues in Argentine political discourse over this period – such as media ownership or foreign debt – but also the changes over time in the interpersonal relationship that the president seeks to establish with her audiences.

### **References**

- Kaufer, D. & Hariman, R. 2008. “Discriminating political styles as genres: A corpus study exploring Hariman’s theory of political style”. *Text & Talk*, 28, 475–500.
- Partington, A. 2012. “The changing discourses on antisemitism in the UK press from 1993 to 2009: a modern diachronic corpus-assisted discourse study”. *Journal of Language and Politics*, 11(1), 51-76.
- Riddell, A. 2014. “How to Read 22,198 Journal Articles: Studying the History of German Studies with Topic Models”. In: M. Erlin. & L. Tatlock (eds.), *Distant Readings: Topologies of German Culture in the Long Nineteenth Century*, 91-114.

## **Ethical (self-)constitution of the subject and the performance of identity on social networks**

Carlos Renato **Lopes** (Federal University of Sao Paulo)

carelo@uol.com.br

We presently observe the increasing affirmation of a conception of subjectivity in which the way we perceive ourselves as subjects is forged in situated social practices, often materialized at the level of discourse while always implying power relations. Such practices circumscribe an experiential space within which we become "accessible" to ourselves and to others as subjects and objects of action, knowledge and control. However, far from being a neutral and static space, which we inhabit and observe through objective lenses, it is rather a dynamic space, which takes shape in the processes, activities and relationships that unfold in or by it. In a dual movement, this space constitutes the subjects while simultaneously subjecting those that are constituted by the practices. Based on such assumptions, this paper discusses the partial results of a study on the (self-)constitution of the subject in times when identity practices are increasingly being enacted through social network profiles. We are interested in reflecting on how the *ethics of existence*, as outlined by Foucault in his later works, finds a possible performance *locus* on such networks. We investigate how the regular practice of updating and (re-)visiting profiles constitutes a form of criticism/questioning of previously established codes and regulations, and how it would be constituted as a work of an ethical nature. In particular, we propose thinking of such discursively materialized practices as a form of dislocating the social, historical and cultural conditions that determine what can/should be said about whatever is being said in a given environment and context. For this analysis, we use Foucault's work on ethics and subjectivity as a theoretical framework. Still little studied in its relations with French Discourse Analysis in the tradition of Michel Pêcheux, the period known as the late Foucault points to a wide field of investigations. Thus, we initially propose a brief outline of the main issues addressed by the French philosopher in that period, in order then to proceed to a preliminary discussion of a *corpus* consisting of posts and comments published on the Facebook page of a renowned Brazilian intellectual in mid-2012.

## **References**

- Bernauer, J. W. & Mahon, M. 2005. "Foucault's Ethical Imagination". In: G. Gutting (ed.), *The Cambridge Companion to Foucault* (2nd ed.). New York: Cambridge University Press.
- Boyd, D. M. & Ellison, N. B. 2008. "Social Network Sites: Definition, History, and Scholarship". *Journal of Computer-Mediated Communication*, 13, 210-230.
- Foucault, M. 1982. *The Archaeology of Knowledge*. New York: Vintage Books, [1969].
- Foucault, M. 1990. *The History of Sexuality, vol 2: The Use of Pleasures*. NY: Vintage Books, [1984].
- Foucault, M. 1997. *The Essential Works of Foucault 1954-1984, vol. 1 – Ethics: Subjectivity and Truth*. Ed. by Paul Rabinow. New York: The New Press.
- Fuchs, C. 2012. "The Political Economy of Privacy on Facebook". *Television & New Media*, 13(2), 139-159.
- McGushin, E. 2005. "Foucault and the Problem of the Subject". *Philosophy & Social Criticism*, 31(5-6), 623-648.
- O'Leary, T. 2002. *Foucault and the Art of Ethics*. New York: Continuum.



## **Instrumental vs. restricted identities: Pedagogic subject positioning in two educational programs**

Guadalupe **López-Bonilla** (Universidad Autónoma de Baja California)

lopezbonilla@gmail.com; bonilla@uabc.edu.mx

Many countries have experienced educational reforms during the last decades. Driven by neo-liberal ideologies, these reforms are in part responsible for creating the illusion of choice among potential students, while promoting the creation of competitive, instrumentally rational people that compete in the marketplace (Hursh, 2005). A curricular orientation that illustrates this competitive edge is the International Baccalaureate Diploma (IBD), a prestigious program offered in 146 countries in both private and public schools. In this paper I analyze the pedagogic discourses of the IBD and the *Bachillerato General*, one of several national options offered to high school students in Mexico. The paper responds to the question: What kinds of discursive positionings are afforded to students enrolled in both programs? The study took place in a public school that offers both programs, but where only a handful of students are accepted to the highly regarded international program. Data collection includes class observations in select subjects in both programs, as well as interviews with teachers and students. I use Bernstein's (1999) analysis of pedagogic discourse to identify the pedagogic identities afforded to students in each curricular track. Classroom transcripts were analyzed following Christie's (2001) distinction of regulatory and instructional registers as constituents of curriculum genre, and the three variables of register: field (the social activity), tenor (relationships among participants) and mode (the way the message is constructed). The results show how students enrolled in the IBD are offered a neo-liberal, instrumental identity; whereas students in the national program are positioned within a restricted, retrospective identity. A discussion of what counts as knowledge in both programs follows.

## **References**

- Bernstein, B. 1999. "Official knowledge and pedagogic identities". In: F. Christie (ed.), *Pedagogy and the Shaping of Consciousness*. London: Cassell, 246-261.
- Christie, F. 2001. "Pedagogic discourse in the post-compulsory years: Pedagogic subject positioning". *Linguistics and Education*, 11(4), 313-331.
- Hursh, D. 2005. "Neo-liberalism, markets and accountability: transforming education and undermining democracy in the United States and England". *Policy Futures in Education*, 3(1), 3-15.

**Discursive Responsibility and Freedom of Speech: The Politics of the Performative in the Digital Era**  
Simo K. Määttä (University of Helsinki)  
simo.maatta@helsinki.fi

Testing the limits of free speech and contesting definitions of hate speech are one of the most important features of extreme right and nationalistic discourse in Europe today. These practices include both larger linguistic practices and the very definitions of key words. Thus, in Finland, the youth organization of the leading conservative party recently recommended that the prohibition of defamation and agitation based on ethnicity, sexual orientation, religion, etc. should be removed from the Criminal Code. The “True Finns,” on the other hand, repeatedly deny being racist—rather, they claim to be “critical of immigration.”

As these two examples show, the neo-nationalistic agenda implies self-victimization and denial of discursive responsibility. Interestingly, the media behavior of reality stars and aspiring celebrities, including many ordinary social media users, presents similar characteristics, which suggests that there is a connection between neo-nationalistic discursive practices and the particularities of today’s digital literacies and illiteracies.

Focusing on the power effects of discursive practices, this paper aims at analyzing recent discussion on hate speech and freedom of speech in Finland. The analysis combines theoretical and methodological tools inherited from pragmatics (performativity), dialogical theories of language (polyphony), sociology (discursive authority), and CDA and linguistic anthropology (discourse and ideology). An additional goal is to discuss the adequacy of different data-selecting methods, theories, and principles of analysis at this critical moment marked by powerful new communication technologies enabling both self-love and hatred of the other.

### **Duelling Political Announcements**

Marcia **Macaulay** (Glendon College; York University)  
mmacaulay@glendon.yorku.ca; lennox@yorku.ca

A recent headline in one Toronto newspaper states that the “Scarborough subway debate shows politics at its most disgustingly cynical” (National Post, 25 July 2013). Toronto, one of Canada’s three major cities, is currently experiencing a crisis in its transportation system. The Post summarized the situation in the following way: “City Council stupidly revives a subway plan that’s demonstrably inferior to the bought and paid for LRT [light rail transit]. The Mayor reveals that he thought the LRT he hated so much would run along roads... and says ‘I wish I was as smart as you’ to Josh Matlow when he points that out. Provincial Transport Minister Glen Murray, chasing votes, stokes the fire.” This paper examines three political announcements from three different levels of government concerning the extension of Toronto’s current subway system. Using speech act theory as an analytic tool to examine the persuasiveness of these announcements, I am interested not in vote buying but cynical vote buying. The cynicism referred to by the *Post* concerns transparent or obvious persuasion on the part of politicians. All three announcements purport to provide a benefit for the people of Scarborough, a suburb of Toronto. One is from the provincial transport minister, Glen Murray, who offers funding and a new route for the proposed subway. Another is from the federal finance minister, Jim Flaherty, who also offers funding but for a different route. And the third is from the Mayor of Toronto, Rob Ford, who maintains that he has brought the provincial and federal ministers together. For all three announcements, the principal speech act is a commissive. Promises are obvious tropes in political announcements. However, the announcement from Glen Murray is composed almost exclusively of assertives. Murray makes assertions about his new plan and its superiority to other plans. There are assertives in the announcements of Jim Flaherty, but these are also counterbalanced by expressives. Rob Ford equally balances assertives and expressives. What distinguishes the latter two speakers from Murray is their attention to not just emotive language but to connective language. Their use of expressives positions them within the community they address. They construct co-identity with their audience. They practise a politics of authenticity while Murray practises a transparent politics through assertion.

## **The Discursive Construction of Global Crises in the Public Sphere**

Malcolm **MacDonald** (University of Warwick), Alexandra **Homolar** (University of Warwick), Lena **Rethel** (University of Warwick), Stephanie **Schnurr** (University of Warwick) and Rachelle **Vessey** (University of Newcastle)  
m.n.macdonald@warwick.ac.uk

Across the fields of discourse analysis, international relations and politics there has been a move away from viewing 'crises' as being the outcome of material events, and increasing acknowledgement of the role of intersubjective understanding in the construction of events perceived as both critical in intensity and global in scale (Widmaier et al. 2007). One powerful means of constructing these intersubjective understandings are news reports circulating in the public sphere. While other CDA studies have analysed the discursive construction of particular crises in newspaper texts (e.g. Behnam and Zenouz, 2008; Izadi and Saghaye-Biria, 2007; Rasti and Sahragard, 2012; Storjohann, 2011), none have carried out a comparison of two different crises. This paper is taken from a larger interdisciplinary study which investigates crisis leadership in global governance to focus upon the discursive construction of 'crisis' in the public sphere. Techniques of corpus assisted discourse analysis (after Baker, 2006) are used to carry out a critical comparison of the ways in which two chains of events that have taken place within the past decade have been constructed within the newspaper reports as both critical and global: the 'global financial crisis' and the 'nuclear proliferation crisis'. Two corpora of newspaper articles published between 2008 and 2012 were harvested from four prominent UK and US broadsheets *The Times*, *The Guardian*, *The New York Times*, and *The Washington Post*: the first comprises 25,748 newspaper articles containing the phrase *financial crisis*; the second comprises 1590 newspaper articles containing the phrase *nuclear crisis* or *nuclear proliferation*. WordSmith Tools (Scott, 2008) is used to analyse word frequencies, significance of keywords, collocation profiles, word clusters and concordance data. This paper will present the distinctive linguistic and discursive realizations of each crisis in the public sphere, and consider in particular to what extent either chain of events might be constituted as a 'slow-burning' or a 'fast-burning' crisis.

## **Migrant Identification in the Discourse of Non-Migrants: Social Transformation and Power Relations in the Transnational Social Field**

Irina Diana **Madroane** (West University of Timisoara)

dianamadroane@gmail.com

Migrant and non-migrant actors engage in negotiations over resources and a redrawing of social boundaries from distinct positions in the transnational social field (Levitt and Glick Schiller 2004). The processes of identification are shaped by “asymmetries” (Carling 2008) or moments of “disjuncture” (Glick Schiller and Fouron 1998) that may situate home actors and migrants at different, if not opposite, ends in terms of the expectations they harbour, the values they cherish, and the often mediated constructions of each other’s circumstances. Transnational practices and relationships, while spanning multiple scales and borders, are not automatically a source of solidarity or unconditional celebration. They are fraught with tensions, disclosing power relations and instrumentalisation inasmuch as revealing a critical potential that could lead to significant social change. The lens through which non-migrants view migrants and the discourses they draw upon to position themselves in relation to the latter bring insight into the inequalities and struggles specific to transnational social fields.

The present study employs critical discourse analysis methodology to examine the identities of Romanian migrants forged by Romanian home actors in the course of six focus group interviews: three with non-migrants who have migrant relatives abroad and three with non-migrants who do not. What classifications (inclusions/exclusions) take contour? Are there differences between the discourses that construe the everyday practices of migrants and non-migrants (claims for status, expectations of contribution, etc.) and the discourses that locate migrants in connection with institutions such as the Romanian media or the Romanian government? The main objective of the paper is to explore the discursive aspects of power relations and tensions in the transnational social field, as reflected in the identification practices of non-migrant actors. The wider social and political context is Romania’s gradual transformation into a transnationalising nation-state, following its accession to the European Union in 2007.

## **References**

- Carling, J. 2008. “The Human Dynamics of Migrant Transnationalism”. *Ethnic and Racial Studies*, 31(8), 1452-1477.
- Glick Schiller, N. & Fouron, G. 1998. “Transnational Lives and National Identities: the Identity Politics of Haitian Immigrants”. In: M.P. Smith & L.E. Guarnizo (eds.), *Transnationalism from Below, Special Issue of Journal of Comparative Urban and Community Research*, 6, 130-164.
- Levitt, P. & Glick Schiller, N. 2004. “Conceptualizing Simultaneity: A Transnational Social Field Perspective on Society”. *International Migration Review*, 38(3), 1002-1039.

## **Narratives of Terror, Crisis and History: The Case of Spain**

Nicholas **Manganas** (University of Cantabria)

nicholas.manganas@gmail.com

My doctoral thesis *Narratives of Terror in Contemporary Spain* (2009) explored the evolution of narratives of terror in Spain by taking a multidisciplinary approach, rooted in the disciplinary areas of contemporary Spanish studies and critical terrorism studies. I argued that two key constituent narratives drive terror related discourses in Spain: the narrative of *las dos Españas* and the global metanarrative of terror. I explored how partisan manipulation of these two narratives in mass-mediated discourse served to situate terrorism at the centre of Spanish political discourse. As such, terror acts and political violence are vehicles for political parties to project their ideological narratives and sell themselves to the Spanish electorate. Terror-related events can, and must, be re-read as traces and links to long-standing historically constituent narratives. Yet, in the past three years these narratives have begun to be superseded by narratives of economic crisis. This paper explores how such narratives of 'crisis' intersect and mimic terror narratives in a contemporary form of necropolitics that challenges many of the Spanish state's founding and constituent narratives.

***Muesli freaks in figure-hugging Lycra. A methodological investigation into image projection and self-reflexivity in discourse: the case of The Guardian***

Anna Marchi (Lancaster University)

a.marchi@lancaster.ac.uk

The *Guardian* reader is a culturally recognised type, the label is used in a pejorative sense, but it is also reclaimed, in a self-deprecatory and community bonding way, by the *Guardian* itself. In this paper I explore the ways in which the *Guardian*, its journalists and its readers are represented by the rest of the British press. Furthermore, I investigate the relation between these representations and the *Guardian*'s production and reproduction of its own identity.

This study takes a corpus approach (what Partington 2009 identifies as corpus-assisted and others, such as Baker et al. 2008, as corpus-based) to the construction of identity. The analysis is based on a corpus of sixteen British newspapers, collecting all the articles mentioning the *Guardian* in year 2005, and on a corpus of the whole output of the *Guardian* in the same year. By means of keywords, collocation and concordance analysis I quantify and review textual patterns characterising the references to the *Guardian*. Concordance keywords technique (Marchi 2010), for example, is used to identify 'packaging repositories', that is, words purposefully reproduced in the newspaper to promote its contents. With collocation analysis the discourses and prosodies associated to the *Guardian* swim into view and inform the definition of analytic categories for a closer concordance analysis.

I will present the main findings emerged from this research, showing, for example, how some of the themes that are relevant to the *Guardian*'s self-presentation are picked upon by its competitors to mock it. But I also wish to address a broader methodological point and show how Corpus-Assisted Discourse Studies (CADS) may contribute to the study of identity and, especially, the little-studied issue of *self-reflexivity* in discourse.

## References

- Baker, P., Gabrielatos, C., Khosravini, M., Krzyzanowski, M., McEnery, T. & Wodak, R. 2008. "A useful methodological synergy? Combining critical discourse analysis and corpus linguistics to examine discourses of refugees and asylum seekers in the UK press". *Discourse & Society*, 19(3), 273–305.
- Marchi, A. 2010. "The moral in the story": a diachronic investigation of lexicalized morality in the UK press". *Corpora*, 5(2), 161–190.
- Partington, A. 2009. "Evaluating evaluation and some concluding thoughts on CADS". In: J. Morley & P. Bayley (eds.), *Corpus-Assisted Discourse Studies on the Iraq Conflict: Wording the War*. London: Routledge, 261–303.

## **Winds of War: Epistemic and effective control in discourse**

Juana I. **Marín-Arrese** (Universidad Complutense de Madrid)  
juana@filol.ucm.es

This paper explores two key domains of striving for control in discourse: epistemic control and legitimisation of assertions through epistemic stance acts, and effective control and legitimisation of actions by means of effective stancetaking acts (Langacker 2013; Marín-Arrese 2011). Speakers/writers make strategic use of epistemic stance expressions, in order to legitimise the truth or validity of a representation and overcome hearers/readers cognitive mechanisms for epistemic vigilance (Sperber et al. 2010; Hart 2011). It will be argued that the joint deployment of epistemic and effective stance acts is aimed at controlling hearers/readers acceptance of plans of actions, by indirectly legitimising these actions.

Manipulative language use, aimed at controlling beliefs and actions, often also involves the feature of covertness (van Dijk 2006; Maillat and Oswald 2009). The paper also examines the inter/subjective anchoring of epistemic stance acts, which relates to the assignment of responsibility and accountability for the veracity or validity of the communicated information, by default to the speaker/writer (Langacker 2009; Marín-Arrese 2011; Nuyts 2012). It will likewise be argued that successful manipulation involves strategies of mystification of responsibility for epistemic stance acts by intersubjective and implicit indexing or by the evocation of a virtual or generalized conceptualizer.

The paper presents a contrastive case study on the use of epistemic and effective stance and authorial mystification strategies in recent discourses of war in English and Spanish. It is hypothesized that results will point to significant intercultural differences in the deployment of stance strategies and in the mystification of responsibility for assertions in the two languages.

## **References**

- Hart, C. 2011. "Legitimising Assertions and the Logico-Rhetorical Module: Evidence and Epistemic Vigilance in Media Discourse on Immigration". *Discourse Studies*, 13(6), 751-769.
- Langacker, R. W. 2009. *Investigations in Cognitive Grammar*. Berlin: Mouton de Gruyter.
- Langacker, R. W. 2013. "Modals: Striving for control". In: J.I. Marín-Arrese, M. Carretero, J. Arús & J. van der Auwera (eds.), *English Modality: Core, Periphery and Evidentiality*, Berlin, Mouton de Gruyter, 3-55.
- Maillat, D. & Oswald, S. 2009. "Defining manipulative discourse: The pragmatics of cognitive Illusions". *International Review of Pragmatics*, 1(2), 348-370.
- Marín-Arrese, J. I. 2011. "Effective vs. Epistemic Stance and Subjectivity in Political Discourse: Legitimising Strategies and Mystification of Responsibility". In: C. Hart (ed.), *Critical Discourse Studies in Context and Cognition*. Amsterdam: John Benjamins, 193-223.
- Nuyts, J. 2012. "Notions of (inter)subjectivity". *English Text Construction*, 5(1), 53-76.
- Sperber, D., Clement, F., Heintz, C., Mascaro, O., Mercier, H., Origg, G., & Deirdre, W. 2010. "Epistemic vigilance". *Mind and Language*, 25(4), 359-393.
- Van Dijk, T. 2006. "Discourse and manipulation". *Discourse and Society*, 17(3), 359-383.



### **How do we know if it is forbidden to kill someone?**

Réka **Markovich** (Eötvös Loránd University)

markovich@phil.elte.hu

Deontic logic is the logic of norms and normative systems. Deontic logic might be the basis of norm semantics, hopefully one day it will also be the basis of a software analysis of legal texts. To describe the content of a statutory instrument in this semantic analysis, we or the software we use just needs to find the deontic words (like ‘permitted’, ‘obligatory’ or ‘forbidden’) before the regulated actions to use the proper operator in the deontic logical formula. But sometimes we cannot find such words in legal texts: the Hungarian Criminal Code does not contain the word ‘forbidden’ or ‘prohibited’ which is really strange at first sight considering that this code is known as the one in which all the described actions are forbidden. Therefore we have to retrieve the information on deontic status from the textual context. I would like to show how a pragmatic theory of language and communication: the Relevance Theory can be of assistance in this—in general and by virtue of the analysis of imperative mood in it. Dan Sperber and Deidre Wilson’s Relevance Theory, which fits the Gricean tradition and exceeds that, provides a great theoretical frame to describe how we can consider a prohibition as a prohibition without finding the word ‘prohibited’ being steered by relevance and using background information. This theory also gives a patent analysis of imperative mood which helps us to reveal the linguistic considerations behind this kind of interpretation.

## **Enlightenment as discursive conception for a new political and civil order in the protests of 1968 in Western Germany**

Ruth **Mell** (Institute for the German Language)  
mell@ids-mannheim.de

In any discourse, contributors will present us with *paraphrases* (*statements* explicating units of meaning) by which they want to tell us what we are to believe about the objects we encounter in this discourse. Only a few of these *paraphrases* turn out to be successful. Most will never be referred to, some will be criticized or modified, while only a few will be accepted.

In principle, every member of a discourse community has a voice in a discourse and can take part in this agonistic process in which meaning and knowledge is produced (cf. Teubert 2010). Every member of the discourse community should always have the *power* to take part in shaping the discursively constructed reality according to their interests. Every such contribution rephrases what has been said before and thus adds new interpretations of it. Therefore a study of *paraphrases* provide insights into more aspects of the constructed reality that we would gain from making assumptions about mentalities or collective identities. As an example, I discuss the Protest discourse of the 1968 student movement' in Germany. The realities liberal students (like Rudi Dutschke) construct are opposed to the realities we find constructed at the same time by intellectuals like Theodor W. Adorno or Herbert Marcuse ... . The German student movement was mostly a reaction against the authoritarianism and hypocrisy of the German hegemonic system and what was perceived as these feuilleton writers' tacit support of the status quo.

Antagonistic discourses of this kind give us the chance to study hegemonic processes. They reflect structures which are customarily described in terms of *power*. My analysis will show how the German concept of *enlightenment* (*Aufklärung*) played a key role in the controversial re-interpretations of civic society throughout the student protest movement of 1968. While students used the lexeme enlightenment to legitimate their radical and violent *actions* (*direkte Aktionen*) with the goal to establish a new order of direct democracy, the intellectuals instrumentalised this concept to safeguard the post-war order of the political, moral and social system against what they felt was a threat of an impending revolution.

### **Reference**

Teubert, W. 2010. *Meaning, Discourse and Society*. Cambridge: Cambridge University Press.

## **Examining equality in Finland using an analytical framework for research on social values**

Rusten **Menard** (University of Helsinki)

rusten.menard@helsinki.fi

Equality in Finland has evolved into an ideological concept that is used to discuss and measure a variety of social and political issues (Holli, 2003). Normative discourses on equality often refer to gender relations and encompass classifications of sameness and ordinariness (Menard, 2014; Törrönen & Maunu, 2005). Additionally, the project on gender equality is generally considered successful, complete and available for export to other cultures (Holli, 2003; Tuori, 2007).

In this paper I analyse representations and positionings of equality values in written texts produced by lay populations in Finland. I also outline a framework for analysing social values, approaching them as historical formations that take shape in the construction of always becoming identities. Informed by an empirically applicable explication of identification (Törrönen, 2001; 2013), the framework implicates three analytically distinct aspects of social values: *value classifications*, *value projects* and *value positionings*. In developing these aspects, I draw upon social theories of representation (Fairclough, 2003; Moscovici, 1961/2008), narrative semiotics (Sulkunen & Törrönen, 1997), and a systemic functional linguistic approach to speaker or writer alignment/disalignment with viewpoints and putative audiences (Martin & White, 2005).

The texts analysed in this paper come from my doctoral study dealing with value productions in social order representation. They were written by Finnish people whose relations with normative ways of being and interacting likely differ. Participants include people from the general population, people diagnosed with Asperger's syndrome, and people with transgendered life experiences. In the paper I highlight resistance to normative conceptualisations and implementations of equality and seek to explain why the ideology of equality in Finland endures.

## **“Maria,” The Media, and the Other Other: A Contrastive Analysis of U.S. and European Discursive Constructions of the Blonde Stolen Child**

Amy Jo **Minett** (Salem State University)

aminett@salemstate.edu

This paper compares and contrasts 2013 U.S. and European media constructions of “Maria,” the blonde child initially alleged as “abducted” by a Roma couple in Greece before authorities ascertained the child’s Roma ethnicity and found her biological parents living in Bulgaria. Of central interest to this study is the contrast between U.S. and E.U. media discourses emerging from this case and its brief month in the international spotlight, a contrast which shows discourses in dramatic flux as different national media attempt to report the story. To explore the contrast, the paper is grounded in a convergence of three theoretical approaches: the CDA frameworks set out by Fairclough (1992), Fairclough and Wodak (1997), and Chouliaraki & Fairclough (1999); the discourse-historical approach of Wodak, de Cillia, Reisigl, and Liebhart (1999), and Wodak (2004); as well as the post-structuralist framework applied to foreign policy discourses by Hansen (2006), who emphasizes “spatiality, temporality, and ethicality” in identity construction. Using this eclectic mix of approaches, the study identifies and elaborates on discourses which signal both reproduction and transformation of “gypsy” stereotypes and myth.

## **How “they” view “us”: Discourses of crisis and representations of Greece in the context of the recent European crisis**

Bessie **Mitsikopoulou** (National and Kapodistrian University of Athens) and Christina **Lykou** (National and Kapodistrian University of Athens)  
mbessie@enl.uoa.gr; clykou@enl.uoa.gr

In recent European economic and political crisis, Greece has received a lot of attention in the international press. A shift has been detected regarding representations of Greece in domestic media discourse as well as in the discourse of the European public sphere. This paper suggests that these shifts constitute parts of broader changes regarding the latest representations of the EU and the relationship among its member states. Based on the premise that this multi-level crisis is discursively construed and reproduced especially through the media, this study examines different discourses of crisis and representations of Greece and suggests that these representations are strongly related to political perspectives. Texts adopting a conservative political orientation use discourses of fear and punishment that construe the Greek economic crisis as an internal phenomenon due to ineffective political and economic management. On the other hand, texts of left political stance view Greek economic crisis in relation to the broader sociopolitical and economic context as an issue derived from and at the same time affecting EU policies. The study also investigates whether these discourses and representations are consistent or have changed since the beginning of the crisis. Data are drawn from a corpus consisting of reports, articles and editorials from the international press on debt crisis and the future of Greece as a member state of the EU.

## **Negotiating an identity: The mediated discursive self-representation of the Polish immigrant community in the UK**

Katarzyna **Molek-Kozakowska** (University of Opole)

molekk@uni.opole.pl

MojaWyspa.co.uk (MyIsland) is one of the largest Polish-language online hubs designed for the substantial Polish community living currently on the British Isles. The website offers news updates, opinion and advice columns, carries job and housing advertising, and enables networking, picture-sharing and user commentary. Discursively, this portal also works to forge a sense of collective identity and to provide bonding opportunities for the Poles who have decided to migrate to the UK but continue to align themselves with Polish-language rather than British media.

According to contemporary theory, postmodern identities are often characterized as dynamic, multiple, hybridized, self-reflexive and performed rather than essentialized. They are discursively constructed for the purposes of self-representation of imagined communities. In this vein, the present study investigates the complex, intricate and disparate entextualizations of the identities of Polish immigrants to the UK. The study is based on a 20,000-word sample of articles posted on MojaWyspa's column section "The Pole on the Isles" between October 2013 and February 2014. It uses the cultural category of identity as a lens through which to analyse and synthesize data to combine CDS and Media Studies disciplinary perspectives. The aim is not only to identify the dominant self-presentation techniques (incl. member-categorization and appraisal), or argumentative maneuvers (e.g. othering, victimization), but also to use such notions as frame-building and agenda-setting to attain a more holistic insight into the ways Polish immigrant identities are performed and negotiated.

**Applying Critical Discourse Analysis to Interdisciplinary Work in Writing Center Studies**  
Randall W. Monty (University of Texas)  
rwmonty@utpa.edu

University writing centers, where students meet with trained consultants in order to collaborate on all stages of the writing process, are inherently interdisciplinary places. Additionally, they are among the few truly interdisciplinary spaces on the college campus, as individuals from diverse social, economic, racial, linguistic, and disciplinary backgrounds are invited to interact. Significantly, as locations of one of the more egalitarian disciplines within institutions of higher education, writing centers serve as unique and useful sites for Critical Discourse Analysis research.

While applying Critical Discourse Analysis to Writing Center Studies represents a new development in cross-disciplinary critical discourse, it is one rooted in pedagogical and theoretical praxes. In order to actualize this interdisciplinary connection, concepts borrowed from Ecomposition (Dobrin, 2001; Reynolds, 2004) and Mixed-Methods Research Paradigm (Johanek, 2000), are balanced with seminal (Fairclough, 1993; Wodak, 1999) and contemporary (Choouliaraki, 2010; Farrelly, 2010) scholarship of CDA in the development of a triangulated, methodological framework specifically designed for analysis the various discursive genres created and consumed by writing center stakeholders. This new approach is then used to investigate the ways that Writing Center Studies functions as an interdisciplinary contact zone, where power intersects and political interests come into conflict.

For this investigation, a series of case studies were conducted that analyzed the discursive interactions and interrelations of Writing Center Studies with Political Science, Communication, and Rhetoric and Composition at a large, public university situated on the border between the countries of Mexico and the United States of America. Results of these studies, which included the development of schematic and heuristic maps useful for the development of localized writing centers, revealed a more complex picture of the writing center.

By emphasizing an identification based on the embrace of Writing Center Studies' situatedness as an interdisciplinary contact zone, this presentation will demonstrate ways for stakeholders within higher education to more effectively and equitably consider the theoretical places and physical spaces of Writing Center Studies and the disciplines contacted by it. Furthermore, the research discussed here will promote Critical Discourse Analysis as an emerging and important field of studies within Writing Center Studies.

## **Psychology, Soap and Development: Politics at the Centre of Handwashing Behaviour Change Interventions in Developing Countries**

Janice K. Moodley (University of South Africa)

moodljk@unisa.ac.za

Handwashing interventions have gained increasing popularity under initiatives spearheaded by the Public Private Partnership for Handwashing with Soap (PPPHWS), over the past decade. Hygienic behaviour in the form of handwashing with soap is promoted as a primary prevention strategy for preventing diarrheal disease in children under five in line with the United Nations Millennium Development Goal 4 in developing countries. The moral intention of these public health intervention strategies to reduce childhood mortality combined with the proposed effectiveness and feasibility of such interventions constructs the promotion of handwashing with soap as a taken for granted, apolitical, intervention of choice for public health in developing countries.

Using a critical discursive framework, the paper deconstructs these accepted, seemingly ideologically-free 'truths' as historically situated discourse serving a neoliberal capitalist agenda. By uniquely positioning the global handwashing discourse and the behaviour change debate at the level of politics in developing countries, using the Foucauldian concepts of governmentality and biopolitics, provides a critical theoretical framework from which to examine the bond between macro and micro politics and health within the context of developing countries. Influenced predominantly by a Foucauldian approach to discursive analysis complementary to Critical Health Psychology, threads from linguistic and semiotic discursive analysis were also incorporated during the analysis of historical and contemporary data.

Framing interventions in the realm of the individual has inherent political implications in its exclusion of other socio- economic factors in developing countries. In addition to the legacy of individualism within which handwashing behaviour change interventions are situated, the inclusion of social marketing by PPPHWS members, Colgate- Palmolive, Procter and Gamble and Unilever, creates a transactional space in which the world's most vulnerable are constructed as rational, financially able consumers with the resources for purchasing those amenities needed for the health of themselves and their family. Micro-politics of the body through the pathologization of hands, therefore legitimizes the construction of governmental technologies at the macro level, working together to provide a strategy for the surveillance and management of life in contemporary health frameworks through vested economic enterprises.



## **The Construction of Gender Identity in Political Discourse**

Basant Moustafa (Johannes Gutenberg University-Mainz)

basant.moustafa@yahoo.com

During the last two decades, an increasing number of women have assumed high-level political positions in different countries worldwide. Consequently, there has been a growing interest in exploring the language used by female politicians in the context of socio-political and gender studies. A long literature of research argues for an inherent difference between men and women in respect to the conversational strategies and linguistic features in various domains of study.

The question arises: If men and women use language differently, and if the arena of politics is dominated by men, what kind of language do women adopt when they occupy a political position?

This study presents a corpus-based exploration of gender differences that are rhetorically motivated and linguistically encoded in Hillary Clinton versus Barack Obama's political speeches. The aim is to correlate political performance with gender identity, based on a concordance analysis of linguistic features such as social actors and functional processes.

The data collected comprise the speeches of H. Clinton and Obama in the Democratic Party Primaries spanning from the end of 2006 till the beginning of 2009, and amounting to 353,720 words on H. Clinton's side and 352,748 words on Obama's side. The study uses a methodological synergy of Corpus Linguistics and Critical Discourse Analysis as a way into an understanding of how different gender identities are constructed in the context of political discourse. Software package Wordsmith Tools version 5 is used for the statistical purposes of analysis, such as extracting keywords & most frequent words. Gender representations—which are significant in the construction of gender identities within discourse—can be detected by following the topical chains in individual speeches. Collocates of the relevant key words (e.g. WOMEN, WOMAN, MEN, MAN) are computed. Then, through a CDA perspective and by dint of a concordance analysis, functional processes of social actors and the use of pronouns on the clause level (micro-analysis) are explored.

The preliminary investigation has yielded interesting results relating to wordlist, keyword lists and collocation of gender-specific words used by Hillary Clinton and Barack Obama in comparative terms.

## **References**

- Ahrens, K. 2009. *Politics, Gender and Conceptual Metaphor*. Basingstoke: Palgrave Macmillan.
- Baker, P., Gabrielatos, C., Khozravinik, M., Krzyzanowski, M., McEnery, T. & Wodak, R. 2008. "A Useful Methodological Synergy? Combining Critical Discourse Analysis and Corpus Linguistics to Examine Discourses of Refugees and Asylum Seekers in the UK Press". *Discourse & Society*, 19(3), 273–305.
- Halliday, M.A.K. & Matthiessen, M.I.M. 2004. *An Introduction to Functional Grammar* (3rd ed.). Oxford: Oxford University Press.
- Scott, M. 1999. *WordSmith Tools Help Manual, Version 3.0*. Oxford: Oxford University Press.
- Van Leeuwen, T. 1996. "The representation of social actors". In: C. R. Caldas-Coulthard & M. Coulthard (eds.), *Texts and Practices: Readings in Critical Discourse Analysis*. London & New York: Routledge.

## **A methodological approach to the analysis of business discourse**

Catharina Müller (Universidade da Coruña)

catharina.muller@udc.es

Corporate Social Responsibility (CSR) can be defined as part of the strategic management of a company - as the voluntary self-commitment to act in an ethical and responsible manner in the social, economic and environmental dimension, beyond legislative demands. Research on CSR is done by economists, sociologists and communication scientists, but linguists provide few works on the topic. Recent literature calls for more discussion of CSR and power, of credibility and transparency, of CSR as discourse that creates the influential phenomenon of CSR, i.e., the construction of meaning and, thus, of reality. A closer examination from a linguistic point of view can help to understand how language and its manifestation in business discourse define the social relations of power and ideology.

While diverse reporting standards (e.g. Global Reporting Initiative) outline what content a CSR report should provide, I propose a methodology in the form of a question catalogue to examine these reports, through qualitative and quantitative mechanisms, for ideological and persuasive language use. My approach is based on and adapted from works by, *inter alia*, Fairclough (2003), Verschueren (2012) and Mulholland (1994). The question catalogue includes a categorization of topics to consider while examining CSR reports; each topic, in turn, will include questions and, for each question, I provide a description of the phenomenon, with keywords, its general significance and particular implication when appearing in CSR reports. Apart from tools for textual analysis, the approach, furthermore, pays attention to the visual presentation, such as photos, graphics, tables, headings and general page organisation; i.e., it incorporates aspects of multimodality.

A critical and interpretive methodological approach to public business discourse is the instrument in order to observe and demonstrate the relationship between society and companies in a context of globalization, outsourcing and crisis.

## **References**

- Bourdieu, P. 1991. *Language and Symbolic Power*. Cambridge: Polity Press.
- Breeze, R. 2013. *Corporate Discourse*. London: Bloomsbury.
- Fairclough, N. 2003. *Analysing Discourse. Textual Analysis for Social Research*. London: Routledge.
- Garzone, G., Poncini, G. & Catenaccio, P. (eds.). 2007. *Multimodality in Corporate Communication: Web Genres and Discursive Identity*. Milano, Italy: Franco Angeli.
- Ihlen, Ø., Bartlett, J. & May, S. K. (eds.). 2011. *The Handbook of Communication and Corporate Social Responsibility*. Malden, Massachusetts: Wiley-Black.
- Mulholland, J. 1994. *Handbook of Persuasive Tactics. A Practical Language Guide*. London: Routledge.
- van Dijk, T. A. 1998. *Ideology*. London: Sage.
- van Dijk, T. A. 2008. *Discourse and Power*. New York: Palgrave Macmillan.
- van Eemeren, F. H., & Grootendorst, R. 1992. *Argumentation, Communication, and Fallacies. A Pragmatic-dialectical Perspective*. Hillsdale: Lawrence Erlbaum.
- Verschueren, J. 2012. *Ideology in Language Use. Pragmatic Guidelines for Empirical Research*. Cambridge: Cambridge University Press.

**From Description to Symbolism: Towards Conceptual Values in Higher Educational Corporate Branding**  
Carl Jon Way Ng (City University of Hong Kong)  
carl.jw.ng@cityu.edu.hk

Observations have been made about branding's shift from a material to conceptual focus. Contemporary approaches to brand communication appear less concerned with describing and highlighting the concrete and functional properties of products and services and more focused on generating conceptual meanings and values for the brands, including representing the brand as experience and lifestyle. Consequently, corporate branding has become more focussed on associating and imbuing corporate brands with supposedly positive values and attributes. This paper locates this shift in the context of higher education, particularly in that of Singapore's marketized higher education sector and the brand communication of its higher education institutions. It examines how such a trend is inflected linguistically in these organizations' brand artefacts (e.g. annual reports, prospectuses, corporate websites and advertisements), but more significantly, enacted in and through the kinds of photographic images deployed, given the importance of visual image in contemporary brand communication. Notably, the symbolic function of the images used has taken precedence over their documentary role. The main meanings conveyed now lie less in what the images capture and denote, and more, or possibly even solely, in the concepts they connote and symbolize. Concomitant to such a shift in semiotization is a shift in the kind of ideal(ized) organizational and individual subjectivities purveyed in and through brand communication; represented as models to be aspired to by dint of being invoked in corporate branding, these subjectivities have moved from a general alignment with Fordist ethos to take on an arguably more post-Fordist orientation, with concepts like flexibility and freedom becoming ideal(ized) values. Such trends are symptomatic of post-Fordist capitalist influence and the subjection of higher education in Singapore to a neoliberal economic logic.

## **The Functions of Silence in Confrontational Television Interviews in English and Serbian**

Melina **Nikolic** (Alfa University)

melina.nikolic@alfa.edu.rs

Silence whether intentional or provoked is an inseparable part of spoken discourse. Conversation analysts have done copious research on silence in everyday conversation and valuable results have been obtained. Less work has been done on the functions of silence in institutional settings.

Although conversationalists have come to a conclusion that transitions from one turn to a next with no noticeable gap and overlap are common (Sachs et al. 1974), it is obvious from any transcript of spoken discourse that silence, both intra-turn and inter-turn, is common and occurs frequently. This is true for everyday conversations as well as for institutional discourse. Moreover, silence may have the function of power that speakers sometimes use for controlling discourse.

The present research attempts to highlight the functions of silence in confrontational discourse of television interviews in English and Serbian within the broader framework of Critical Discourse Analysis. The research starts with the hypothesis that all linguistic and metalinguistic means can be used for expressing power in discourse, silence included. Since silence represents an element of discontinuity in speech, it occurs relatively rarely in confrontational discourse which is characterized by continuous flow of speech and quick turn-taking system. However, when it does occur it is particularly obvious to both participants in discourse and the audience. It is used by both interviewers and interviewees and can be an expression of power or absence of power. The research includes pauses (intra-turn silence) and gaps (inter-turn silence), analyses their functions of power, and is conducted as a contrastive analysis between English and Serbian.

## **Mediterranean Migration in the British Press**

Maria Cristina Nisco (University of Naples "L'Orientale")  
mcnisco@unior.it

According to the European Union as much as to the United Nations, too many people still experience different forms of (mis)representations in the mainstream media: they are either completely invisible or they are confined to very specific roles and images. A variety of international projects have been launched to investigate and implement the media's abilities to include diversity – ethnic, gender, religious, and so forth – in their reporting in order to change the (often) negative perceptions of otherness in the general audience. In the light of the role played by the media in shaping public opinions, the EU's MEDIANE program (Media in Europe for Diversity Inclusiveness) has urged ethical professional practices; similarly, the UNAOC (UN Alliance of Civilizations) has promoted a platform to specifically discuss the challenges met and unmet in the media coverage of migration.

Starting from the assumption that a certain reporting on migrants can, and indeed does, encourage mistrust and social *malaise* in today's societies (van Dijk 2000), this paper takes into account the news reports concerning migration within the Mediterranean published by daily national British newspapers, collected over a time span covering 2012 and 2013. With thousands of people dying in the Mediterranean Sea in the attempt to reach the Southern European shores, this can be said to be one of the hugest and pressing tragedies Europe has ever experienced. In the analysis of the corpus of articles, which will adopt a Corpus-Based Discourse Analysis approach (Baker et al. 2013), special attention will be paid to the ways in which not only migrants, but also the European Union and its management of the phenomenon of migration are reported by the British media. An investigation of the statistical data thus obtained – pertaining to the general presence and distribution of articles across the different newspapers as well as to the keywords and collocates retrieved (Scott 2008) – can offer interesting insights into the actual ways in which the coverage of the topic (and the related issues concerning ethnic diversity) appears in Britain's media.

## **References**

- Baker, P., Gabrielatos, C. & McEnery, T. 2013. *Discourse Analysis and Media Attitudes: The Representation of Islam in the British Press*. Cambridge: Cambridge University Press.
- Scott, M. 2008. *WordSmith Tools 5.0*. Oxford: Oxford University Press.
- Van Dijk, T.A. 2000. "Ideologies, racism, discourse: debates on immigration and ethnic issues". In: J. ter Wal & M. Verkuyten (eds.), *Comparative Perspectives on Racism*, Aldershot: Ashgate, 91-116.

**Manly Protectors of the *Folkhem*: an intersectional analysis of welfare chauvinism in Sweden (2006–2014)**  
Ov Cristian Norocel (University of Helsinki)  
cristian.norocel@helsinki.fi

The paper intends to map out the complex contemporary developments in Northern European societies with particular focus on the growing challenges to preserving the welfare state model in the Swedish context and the crystallization of a specific interpretation of nationalism as manifested within Swedish radical right populism.

The concept of *folkhem* (home/house of [Swedish] people) is deeply seated in Swedish political discourse and makes an explicit reference to the Swedish welfare system and how this has been achieved. Concomitantly, it also makes an implicit reference to the Swedish people inhabiting the said home/house, and the inhabitants' inherent Swedishness – employed as a discrete ethnic marker to distinguish between Swedish people and the country's ethnic Others. The present piece is a qualitative analysis that investigates how the said concept has been employed by the radical right populist party Sweden Democrats (*Sverigedemokraterna*, SD) in ensuring its electoral success in the past elections.

The empirical material employed here is constituted by the discourses of the SD leader in the party's main media outlet (*SD-Kuriren*, SD-K), focuses on a well-defined timeframe: from the election campaign prior to the 2006 Swedish parliamentary elections to the 2014 European parliamentary elections, thereby accounting for the more subtle changes that occurred under the impact of the economic crisis in Sweden.

The article thereby explores the discursive redefinitions of the *folkhem* to entail a welfare chauvinistic project – allowing the SD to claim 'Sweden back'. Consequently, the *folkhem* – the socio-political equality and gender equality project – appears depicted on the brink of collapse at the hands of allegedly undeserving ethnic Others. In so doing, the present intersectional analysis discussed the specificity of interrelated systems of ethnicity/race, gender, social class and sexuality in the conceptualization of the *folkhem* by the radical right populist discourses in Sweden.

***Värdegrund* – just another policy text or a textual tool for shaping ideology in public authorities?**  
Catharina Nyström Höög (Dalarna University; Uppsala University)  
cnh@du.se

The Swedish word *värdegrund* ('Value Foundation') refers to a kind of document – widely spread in public authorities, organizations and private enterprises – aiming at regulating behavior both inside the organization and towards clients or in the public sphere as a whole. Although widespread, the term *värdegrund* is fairly recent. It was first presented in connection with the revised curriculum for the Swedish compulsory school in 1994, but has since gained popularity far beyond the educational context. Documents referring to *värdegrund* from different parts of society have little in common in terms of structure, but are best described as hybrids of mission statements, codes of conduct and general regulations. In terms of content, though, there are striking similarities. They all present social events on an abstract level, and they resemble what Fairclough (2003) would call 'pragmatic metaphor', *using statements to formulate instructions*. Taking this background into account, the present study involves a Critical Discourse analysis of a specific text: the Value Foundation for the Swedish compulsory school. I am particularly interested in what is taken for granted in the text, and how those underlying assumptions are linguistically constructed. Furthermore, I will compare certain features of the texts to other texts of the same sort, produced by different authorities, to back up my claim that these texts have similarities, and that they together represent a codification of "politically correct behavior" in Sweden today. Finally, I hope to discuss why these texts have found a place in our culture. I argue that they fit into the frame of public authorities wanting to be visible in society, and create a brand for themselves. In this part of the presentation, I draw on research carried out by Sara Ahmed (2007) concerning anti-discrimination policies.

#### **References**

- Ahmed, S. 2007. "'You end up doing the document rather than doing the doing'. Diversity, race equality and the politics of documentation". *Ethnic and Racial Studies*, 30(3), 590–609.
- Fairclough, N. 2003. *Analysing Discourse. Textual Analysis for Social Research*. London & New York: Routledge.

## **The discourse of political protest in Italy: populist propaganda on Facebook**

Paolo **Orrù** (Università degli Studi di Cagliari)

paolo.orrul@gmail.com

This paper addresses the way people elaborate and share social protest against Italian politicians and EU institutions on social networks. Since its beginning in 2007, the financial crisis established itself as the main topic in Italian media discourse, monopolizing almost the whole public debate. At the same time social networks, especially Facebook, grew in popularity and importance. This new type of media played an important role in the organization of some huge protests in the last five years, such as the “Popolo Viola” (anti-Berlusconi demonstration), “Se Non Ora Quando?” (women protests based on gender issues), the success of anti-establishment “Five Star Movement” led by Beppe Grillo and, above all, the very recent mass protest by the “Pitchfork” populist movement.

The corpus of our analysis is composed by posts, images, status and comments posted on Facebook public groups and pages related to counter information, anti-establishment or generic protest topics. In addition, it is also important to note that this kind of material, also, easily circulates on other more general groups/pages and are frequently shared by ordinary users.

The analysis explores both how themes such as recession and austerity measures, as well as blaming of politicians and corruption, are developed and mixed with nationalist and sometimes racist utterances. In our study we take into account lexical items, rhetorical forms (metaphors, hyperbole) and arguments employed to set the politicians and the EU institutions as antagonists of ordinary people, but also to define and give sense to the crisis and perform a collective identity. Our aim, therefore, is to understand how new media help to strengthen and spread political identities and populist propaganda.



## **A cognitive pragmatic proposal to legitimise analysis and interpretation**

Steve Oswald (University of Fribourg, Switzerland)  
steve.oswald@unifr.ch

Critical Discourse Analysis (CDA) has been criticised, over the years, for a tendency to over-interpret discursive data; the gist of the criticism highlights a lack of clear-cut criteria meant to ascertain whether what the analyst sees in a given discourse actually *is* in that discourse. Widdowson's claim in this respect summarises a radical objection towards mainstream CDA: according to him, "if critical discourse analysis is an exercise in interpretation, it is invalid as analysis" (Widdowson 1995: 160).

To meet the challenges of such an objection, (critical) approaches to discourse analysis have typically increased their focus on the analysis of linguistic material and context. The study of linguistic structures provides a theoretically grounded and text-driven basis for both analysis and interpretation. Reliance on the notion of context – construed for instance either historically as in the Discourse Historical Approach (Reisigl & Wodak 2009) or multi-dimensionally as in Pragma-Dialectics (van Eemeren & Grootendorst 2004) – in turn supplies the knowledge of the communicative situation required to ground the analyst's assumptions. The systematic analysis of these two resources constitutes a methodological 'pillar' in CDA as it legitimates interpretative reconstructions of the discourse under analysis.

One question remains nevertheless mysterious regarding context: what are the grounds for the analyst to decide whether an assumption is part of the communicative context of the data s/he analyses? Analysts seldom make explicit formal criteria in this respect. To mention but two examples, I will discuss the difficulties involved in accounting for i) deceptive discourse (as an elaboration on Galasiński's (2000) account of deception) and ii) unexpressed/implicit/missing premises in argumentative discourse.

In this methodological contribution I will be led to argue that cognitive pragmatic insights on meaning derivation mechanisms (as per Sperber & Wilson 1995) provide sensible guidelines to legitimise an analyst's reconstruction. More specifically, I will argue that considerations of relevance (construed as processing effort/contextual effect balanced ratio) can be used as criteria for informed and plausible interpretative reconstructions of discourse in order to show, *contra* Widdowson, that cognitively informed interpretation *is also valid analysis*. Examples from political and media discourse will be given to illustrate this methodological claim.

## **References**

- Eemeren, F. van & Grootendorst, R. 2004. *A Systematic Theory of Argumentation. The Pragma-dialectical Approach*. Cambridge: Cambridge University Press.
- Galasiński, D. 2000. *The Language of Deception. A Discourse Analytical Study*. London: Sage.
- Reisigl, M. & Wodak, R. 2009. "The Discourse Historical Approach (DHA)". In R. Wodak. & M. Meyer (eds.), *Methods for Critical Discourse Analysis* (2nd revised ed.). London: Sage 87-121.
- Sperber, D. & Wilson, D. 1995. *Relevance. Communication and Cognition* (2nd ed.). Oxford: Blackwell.
- Widdowson, H. 1995. "Discourse analysis: a critical view". *Language and Literature*, 4(3), 157-172.

## Appraisal theory and critical discourse studies: a joint approach to the study of historical memories

Teresa Oteiza (Pontificia Universidad Católica de Chile)  
moteizas@uc.cl

This work presents a theoretical and methodological framework to study the discourse of recent Chilean history and its pedagogical recontextualization (Bernstein 2000) from a critical and intersubjective perspective. This study focuses on the negotiation of memories regarding the recent past of Chile, taking into account the ideological representations included in official documents of human rights violations, discourses of historians and sociologists, and primary and secondary history textbooks (Oteiza & Pinuer 2012, 2013). We consider that to study the discourses of history it is crucial to establish which social individual and collective actors/entities (actoral axe) and which processes, situations and historical events (processual axe) are incorporated by specialists, and how these are represented linguistically and visually in the discourse as well as the silences of the past (Trouillot 1995) in its pedagogical recontextualization. We conduct this study from the analysis of valorative prosodies (Martin & White 2005) that collaborate to construct different discursive strategies based on discursive-semantic and lexicogrammatical resources to create intersubjectivity in the discourse. We postulate a reformulation of the semantic system ENGAGEMENT of the Appraisal Theory from a topological perspective (Halliday 1994; Fuller 1995) to better deal with a historical approach to memories. The construction of historical and collective memories constitutes a subjective and dynamic realm that undergoes changes that not only mirror social and political changes of a society, but also transform and determine the interpretation of the past, present and future of a society (Achugar 2008; 2011; Wertsch 2002; Ricoeur 2010; Wodak 2011). These phenomena imply a legitimation and delegitimation of the discourses of recent past that circulate in the Chilean educational system and in the Chilean society as emblematic memories (Stern 2006).

## References

- Achugar, M. 2008. *What We Remember. The Construction of Memory in Military Discourse*. Amsterdam: John Benjamins Publishing Company.
- Achugar, M. 2011. "Aproximaciones discursivas a la transmisión del pasado reciente". In: T. Oteiza & D. Pinto (eds.), *En (re)construcción: discurso, identidad y nación en los manuales escolares de historia y de ciencias sociales*. Santiago (Chile): Editorial Cuarto Propio, 43-87.
- Bernstein, B. 2000. *Pedagogy, Symbolic Control and Identity. Theory, Research, Critique*. Lanhan, Boulder, New York, Oxford: Rowman & Littlefield.
- Fuller, G. 1995. *Engaging Culture: Negotiating Discourse in Popular Science*. Thesis submitted in fulfilment of the requirements for the degree of Doctor of Philosophy, Semiotic Programme, University of Sydney.
- Halliday, M.A.K. 1994. *An Introduction to Functional Grammar*. London: Edward Arnold.
- Martin, J.R. & P. White. 2005. *The Language of Evaluation. Appraisal in English*. New York: Palgrave Macmillan.
- Oteiza, T. & C. Pinuer. 2012. "Prosodia valorativa: construcción de eventos y procesos en el discurso de la historia". *Discurso y Sociedad*, 6(2), 418-446.
- Oteiza, T. & C. Pinuer. 2013. "Valorative Prosody and the symbolic construction of time in historical recent national discourses", *Discourse Studies*, 15(1), 43-64.
- Ricoeur, P. 2010. *Memoria, historia y olvido*. México: Fondo de Cultura Económica.
- Stern, S. 2006. *Remembering Pinochet's Chile. On the Eve of London 1998*. Durham & London: Duke University Press.
- Trouillot, M. 1995. *Silencing the Past. Power and the Production of History*. Boston: Beacon Press.
- Wertsch, J. 2002. *Voices of Collective Remembering*. Cambridge: Cambridge University Press.
- Wodak, R. 2011. "La historia en construcción/La construcción de la historia. La "Wehrmacht alemana" en los recuerdos colectivos e individuales de Austria". *Discurso & Sociedad*, 5(1), 160-195.

## **The Discourse of the Leadership of Political Parties Uniting in Coalition and the Discourse Expertise of Potential Coalition Strength: Case Study**

Irina F. Oukhvanova (Belarusian State University)

ioukhvanova@gmail.com

The contemporary political world needs cooperative actions or, otherwise, coalitions to reproduce group influence and establish its power. The degree of success of particular political coalition functioning and thus its nominee's functioning in the world of politics greatly depends on and corresponds with discourses of the parties' leadership involved in such coalitions. Moreover the discourses of the parties' leadership can be a kind of a test for the perspectives of the strength of the coalition itself.

The given presentation is aimed at sharing the results of a case study carried out by an interdisciplinary group of researchers (those engaged in linguistics of discourse and sociology). The research is based on reconstructing *discourse pictures of both world and interaction* out of the discourses (depth interviews) of *leadership representatives of five political parties*. These parties formed coalition to win presidential elections with a joint nominee who actually failed during the elections. The reason of this failure (as the research has demonstrated) was hidden in different "caves", one of which being connected with coordination of discourses on the level of their representations of their particular discourse *worlds and interaction patterns*.

Theoretical modeling of such complex both functional and dynamic categories of discourse analyses as *discourse pictures of world and interaction* appeared to be helpful also in studying the social context of the coalition discourse. In fact the results were compared with the ones received from discourse analyses of for interviews with political analysts (who demonstrated different ideological preferences) and two focus groups with the electorate of the parties involved into the coalition.

The research results are presented in volumes 4 and 6 of the series "Methodology of Political Discourse Research: Topical Issues of the Analysis of Public and Political Texts". Minsk: Belarusian State University, 2008, 2009. The research (volume 6) got the 2nd place in nomination "political communication" of 'The first open competition on the best books in Russian on communication and education', organized by RCA (Russian Association of Communication, <http://www.russcomm.ru>).

## **Analysing the 'White Turks' Image in the Turkish Press**

Alaaddin F. **Paksoy** (Anadolu University)

afpaksoy@gmail.com

A regular(?) Turk would be confused and could hardly find the appropriate box while filling an ethnic category questionnaire (such as the one asked by the NHS). However, there is no doubt that they could be called as 'white' in the Turkish media if they belong to a certain class and political ideology. 'White Turks' (*Beyaz Türkler*) is a new social categorisation echoing in Turkish media and academic circles. The notion was created in a context where a power shift was taking place within the state and society. It is mainly used in order to refer to the tension between secularists and conservatives in Turkey. Media appearance of the notion increased in the Turkish press since Turkish PM Erdogan called himself 'a black Turk' in 2003.

Even though there are some studies referring to the notion in existing literature, it has not been analysed within the scope of media studies as a phenomenon in a media representation process. This study seeks to look at how the notion was created in the Turkish media and how it was used as a tool of social categorisation, while interpreting political and sociological discussions in the Turkish media agenda. The study will look at opinion articles which were published in the nationwide Turkish dailies in the last decade. These collected texts will be analysed using a Discourse-Historical Approach; the empirical work will be based on answering the main research question, which is "What does the Turkish media mean by 'White Turks'?"

**Beyond bling and blinis. The discursive construction of social class in the coverage of civil disorder in British press: a corpus-assisted discourse analysis**

Malgorzata Paprota (Maria Curie-Skłodowska University)

m.paprota@gmail.com

Discrimination has long been a key theme of CDA; in particular, much attention has been devoted to discursive construals of immigration and to racist discourses (see Reisigl and Wodak 2001 or Hart 2010). More problematic to analyse (and rejected by some researchers, as noted by Fairclough 2010: 25), social class is arguably an important category in examining discourses of discrimination, especially in the context of the UK as a neoliberal capitalist society undergoing, like much of the Western world, an economic crisis (see Fairclough 2010). Initially dubbed a ‘middle class crisis’ (see Downey 2007), it has affected primarily those at the bottom of the social structure; it is also these individuals who have been blamed for the crisis by the right-wing press in the UK.

Encouraged by Bennett’s (2013) analysis of class in politicians’ reactions to 2011 London riots, this proposed paper will analyse the discursive construction of social class in the coverage of civil disorder in a corpus of articles from quality British press in the years 2011-2013. The analysis will draw on corpus methods, social actor analysis and insights from argumentation theory to show how the othering of the working class is achieved (with many topoi bearing a resemblance to those used in anti-immigration discourses), and how social class is used to disavow middle-class protesters.

**References**

- Bennett, J. 2013. “Moralising class: A discourse analysis of the mainstream political response to Occupy and the August 2011 British riots”. *Discourse and Society*, 2013(24), 27-45. DOI: 10.1177/0957926512463634
- Downey, K. 2007. “Many Feeling Effects of High-Interest Loans”. *Washington Post*, 30 June 2007, accessed at <http://www.washingtonpost.com/wp-dyn/content/article/2007/06/29/AR2007062902467.html>
- Hart, C. 2010. *Critical Discourse Analysis and Cognitive Science: New Perspectives on Immigration Discourse*. Basingstoke: Palgrave Macmillan.
- Reisigl, M. & Wodak, R. 2001. *Discourse and Discrimination: Rhetorics of Racism and Antisemitism*. London: Routledge.

**Europhobes and europhiles, eurospats and eurojibes: “reasonable negativity” in Britain’s EU debate**  
Alan Scott **Partington** (University of Bologna)  
alanscott.partington@unibo.it

This paper is a corpus-assisted discourse studies (CADS) examination of the language of euroscepticism in the UK in 2013, the year of the Conservative Party’s pledge to hold an ‘in/out referendum’ membership of the UK. I examine the language and arguments used by various voices, and especially the way these voices construct both their own ‘side’ and the ‘other(s)’. I built four corpora, parallel in structure, each containing all the articles from the right-leaning Daily Mail and from the left-leaning Guardian whose headline or leading paragraph contained the items *eu* OR *european union* OR *brussels* OR *frankfurt* for the years 2013 and 2005 in order to conduct both a synchronic comparison between the two papers and also a diachronic comparison to ascertain whether the newspapers’ stances have altered, perhaps as a result of recent economic developments.

Keywords, concordance analysis and close reading are used to tease out some of the differences and similarities among voices. One observation from this data is that EU discourses have become more conflicted over the period, especially on the left. Another is that it is a gross oversimplification to imply that there are merely two distinct sides, pro-EU and anti-EU, with entirely homogeneous views. Instead there is tendency to embrace different voices at different times whilst (mis)representing the ‘other’ of the moment as more extreme, more standardised and more predictable than might be the case. We look at some of the mechanisms, including sarcasm, evaluative metaphor and the rhetoric of fear, used to achieve this.

Finally, we reflect on the notion of ‘reasonable negativity’ regarding EU discourse and political/media discourse in general, which was found to be a more meaningful concept than the ambiguous, overused and often misleading term ‘negative representation’.

Due to wholesale reforms to welfare in the UK under the current Coalition government, many people, organisations and networks have utilised the affordances of online platforms in order to challenge austerity measures, the assumptions upon which such policies are built and the effects of such policies. While certain institutions within the fields of politics and media attempt to justify such reform by stressing the need for reduced spending, others would suggest that such reforms are built upon the stigmatisation of particular groups of people, and reconfigure a structural crisis of neo-capitalism as a moral crisis (Bennett 2013; Tyler 2013). Aside from academic responses, however, many people have utilised the affordances of social media platforms (such as Facebook, Twitter and YouTube) as well as 'older' new media (websites, weblogs and newspaper comment forums) in order to contest welfare reform and the discourses that such reforms draw upon.

Researchers drawing on critical discourse analysis (CDA) have started to turn their attention to social media. However, such work has predominantly focussed upon the methodological issues brought about by computer-mediated data. A further challenge is that CDA researchers have given relatively little attention to text reception (see Pennycook 2001).

CDA has tended to concentrate upon the cognitive processes involved in text interpretation (Hart 2010) or focus upon audience responses through the lens of news comprehension (Wodak 2006). What is missing from these accounts is how people actually *use* mediated political texts. Practice-based approaches to media audiences and sociocultural approaches to literacy – both of which can be seen as complementary (Das 2011) – may provide some answers in dealing with the issue of how social actors use texts in practice. This practice-based approach will be illustrated through a discussion of the ways in which social media platforms have been used by activists in the context of current welfare reforms in the UK. This is complemented with reflective data from activists about their practices in general and the role of language in these practices in particular.

## References

- Bennett, J. 2013. "Moralising class: A discourse analysis of the mainstream political response to Occupy and the August 2011 British riots". *Discourse & Society*, 24(1), 27-45.
- Das, R. 2011. "Converging perspectives in audience studies and digital literacies: Youthful interpretations of an online genre". *European Journal of Communication*, 26(4), 343-360.
- Hart, C. 2010. *Critical Discourse Analysis and Cognitive Science: New Perspectives on Immigration Discourse*. Basingstoke: Palgrave Macmillan.
- Pennycook, A. 2001. *Critical Applied Linguistics: A Critical Introduction*. London: Routledge.
- Tyler, I. 2013. *Revolting Subjects: Social Abjection and Resistance in Neoliberal Britain*. London: Zed Books.
- Wodak, R. 2006. "Mediation between discourse and society: Assessing cognitive approaches in CDA". *Discourse Studies*, 8(1), 179-190.

## Constructing citizenship – changing the constitutive boundaries of public discourse

Gustav Persson (University of Gothenburg)

gustav.persson@gu.se

The rights of asylum seekers and undocumented migrants are from time to time put on the media agenda. Often it is as victims, presented in *emergency news* (Chouliaraki, 2006). This can be seen in the distant and reoccurring humanitarian disasters alongside the borders of Europe. However, sometimes asylum seekers receive attention from the media through political struggle. They can appear in different political guises; as universal citizens (Dikeç, 2013), or dutiful workers, suiting the national economic discourse (Beltrán, 2013). However, the more dominant discourse is another. Through discourse analytical studies (See for example Dijk, 1987; Foucault, 2004), we know that refugees, immigrants, and asylum seekers, have been historically and still are, very important for the functioning of nationalist and biopolitical racist discourses.

Previous studies on the political subjectification of undocumented migrants, or the *Sans-papiers* (Dikeç, 2013) emphasizes its specific character. Asylum seekers, residing outside the formal polity, but acting as political beings within a certain political community, make this kind of political action a good case for studying democratic subjectivity in discourse (Rancière, 1999). This paper will address the media discourse around Asylstafetten, a political manifestation with the aim to highlight the predicaments of asylum seekers in Sweden.

The construction and negotiation of the political subjectivity of Asylstafetten through different media outlets (Dahlgren, 2009, 2012) will be the main issue for this paper. A preliminary analysis of the media discourse around Asylstafetten will be presented. In this analysis the discursive order will be studied in relation to the problem of the *political* and political subjectivity (Mouffe, 2005; Rancière, 2010; Stavrakakis, 1999). To reach an understanding of the discursive formation of a political or citizenry identity, the paper finds theoretical ground in Laclau & Mouffe (2001) and Alcorn Jr. (1994). In light of the fragility and indeterminacy in discourse in late modernity (Chouliaraki & Fairclough, 1999), this paper aims to discuss the possibilities of emerging new political subjects in what has been called the post-political era.

## References

- Alcorn JR, M. W. 1994. "The Subject of Discourse: Reading Lacan through (and beyond) Poststructuralist Contexts". In: M. Bracher (ed.), *Lacanian Theory of Discourse: Subject, Structure, and Society*. New York: New York Univ. Press, 229.
- Beltrán, C. 2013. "Going Public: Hannah Arendt, Immigrant Action, and the Space of Appearance". *Political Theory*, 37(5), 595-622.
- Chouliaraki, L. 2006. *The Spectatorship of Suffering*. London; Thousand Oaks, Calif.: SAGE Publications.
- Chouliaraki, L. & Fairclough, N. 1999. *Discourse in Late Modernity: Rethinking Critical Discourse Analysis*. Edinburgh: Edinburgh Univ. Press.
- Dahlgren, P. 2009. *Media and Political Engagement: Citizens, Communication, and Democracy*. New York; Cambridge: Cambridge University Press.
- Dahlgren, P. 2012. "Tracking the Civic Subject in the Media Landscape: Versions of the Democratic Ideal". *Television & New Media*, 14(1), 71-88. doi: 10.1177/1527476412458809
- Dijk, T. A. v. 1987. *Communicating Racism: Ethnic Prejudice in Thought and Talk*. Newbury Park, Calif.: Sage.
- Dikeç, M. 2013. "Beginners and equals: political subjectivity in Arendt and Rancière". *Transactions of the Institute of British Geographers*, 38(1), 78-90. doi: 10.1111/j.1475-5661.2012.00508.x
- Foucault, M. 2004. "Society Must Be Defended": *Lectures at the Collège de France, 1975-76* (M. Bertani & D. Macey, Eds.). London: Penguin.
- Laclau, E. & Mouffe, C. 2001. *Hegemony and Socialist Strategy: Towards a Radical Democratic Politics* (2nd ed.). London: Verso.
- Mouffe, C. 2005. *On the Political*. London: Routledge.
- Rancière, J. 1999. *Disagreement: Politics and Philosophy* (J. Rose, Trans.). Minneapolis: University of Minnesota Press.
- Rancière, J. 2010. *Dissensus: On Politics and Aesthetics* (S. Corcoran, Trans.). London; New York: Continuum.
- Stavrakakis, Y. 1999. *Lacan and the Political*. London: Routledge.



## **Discursive construction of Hungarian nation and Hungarian national identity in political speeches given on the 57th anniversary of the Hungarian Revolution of 1956**

Márton Petykó (Eötvös Loránd University; Research Institute for Linguistics of Hungarian Academy of Sciences)  
petyko1989@gmail.com

This paper is concerned with a data-driven research of Hungarian nation as a discursively constructed community and Hungarian national identity using cognitive pragmatics and practice theory as theoretical framework. The research data consists of four ceremonial speeches by Viktor Orbán, Gordon Bajnai, Attila Mesterházy and Gábor Vona. The speeches were given on 23 October 2013, on the 57th anniversary of the Hungarian Revolution of 1956.

Construction of nation and participants' national identity are typical discursive operations in political discourses. National community and identity construction in political discourses becomes accessible for the participants (and researchers) by the linguistic shape of the utterances (van Dijk 2002: 206–210). The main questions are the following: 1. What role does linguistic shape of the speeches play in the discursive construction and sharing of Hungarian nation as a community and Hungarian national identity of the politicians and their audience? 2. How does the politicians' valuing attitude towards Hungarian nation appear in the linguistic shape of the speeches?

I apply a socio-cognitive model of discursive community and identity construction (cf. Bucholtz–Hall 2005, van Dijk 2007). This approach claims that communities exist as conceptual categories or schemata in the mind of discourse participants. Furthermore, identities are characteristics of a discourse participant according to which the mental representation of this discourse participant is a member of different communities as conceptual categories. Communities and identities are created dynamically during repeated implementation of mental operations. Participants are able to make accessible and collate their knowledge of different communities and the current identities of discourse participants by the linguistic shape of their utterances.

### **References**

- Bucholtz, M. & Hall, K. 2005. "Identity and interaction: a sociocultural linguistic approach". *Discourse Studies*, 2005/4–5, 585–614.
- van Dijk, T. A. 2002. "Political discourse and political cognition". In: P. A. Chilton & C. Schäffner (eds.), *Politics as Text and Talk. Analytical Approaches to Political Discourse*. Amsterdam, Philadelphia: John Benjamins, 204–236.
- van Dijk, T. A. 2007. "Comments on Context and Conversation". In: N. Fairclough, G. Cortese & P. Ardizzone (eds.), *Discourse and Contemporary Social Change*. Bern: Peter Lang, 281–316.

## **Vitriol or vox populi? An analysis of Singaporean personal political blogs**

Wang Yu **Phua** (Nanyang Technological University) and Csilla **Weninger** (Nanyang Technological University)  
phuawangyu@gmail.com; csilla.weninger@nie.edu.sg

New technological platforms such as blogs, video-sharing sites and forums have sparked intense academic debate particularly concerning their potential to offer new public spaces for civic engagement as well as for more mundane forms of self-expression. Instead of hailing or railing the internet as a democratic third space, analyses increasingly point to how publicness in Web 2.0 is changing the very notion of citizenship and at the same time diversifying legitimate modes of democratic public communication (e.g., Chouliaraki, 2010; Freelon, 2010).

In Singapore, where offline public discussion of socio-political issues is significantly curtailed, the internet has provided an important alternative medium for the expression of oppositional ideas (George, 2012). However, rising moral panic stemming from the ruling elite about the ‘vitriol’ of online spaces has prompted a host of recent government policies aimed at regulating online discussions. In August 2012 the Media Literacy Council was set up to “help the public navigate the media, especially the internet, safely and responsibly” (Media Development Authority, 2012) and in June 2013 the government introduced a licensing requirement for certain Singapore news websites that report on domestic news. While the introduction of these measures seems to have been discursively legitimized by the government as a reaction to the ‘uncivil’ tone of online communicative spaces and as a stimulus for more deliberative discussion, many see them as aimed primarily at controlling online oppositional political discourse.

In this presentation, we offer an empirical entry point into the complex problematics of democracy and online public spaces in Singapore by presenting results from an analysis of 20 Singaporean blog entries that were written in response to two highly charged socio-political incidents. The overall question motivating the analysis is: To what extent do these blogs evidence deliberation, as opposed to ‘vitriol’? Given that rational-critical argument constitutes a key facet of a deliberative public sphere (Freelon, 2010), the analysis focuses on the extent of dialogicality present in these blogs. In particular, we analyze the various linguistic resources (such as rhetorical questions, concessions and reported speech) that bloggers employ to construct arguments that weigh in multiple perspectives. Findings suggest that while bloggers do take definite sides on the issues they write about, they also frequently acknowledge alternative opinions and viewpoints and thus show a clear orientation to difference. The implication of this study emphasizes the need for more empirical analyses of online political discussions in Singapore in order to provide a more subtle assessment of the internet’s democratic potential and therefore to counter dominant discourse and policies aimed at regulating Singapore’s online public sphere.

## **References**

- Chouliaraki, L. 2010. “Self-mediation: New media and citizenship”. *Critical Discourse Studies*, 7(4), 227-232.
- Freelon, D. 2010. “Analyzing online political discussion using three models of democratic communication”. *New Media & Society*, 12(7), 1172-1190.
- George, C. 2012. *Freedom from the Press: Journalism and State Power in Singapore*. Singapore: NUS Press.
- “Media Development Authority”. (2012, July 30). *New Council to Oversee Cyber Wellness, Media Literacy Initiatives* [press release]. Singapore: Media Development Authority.

**‘... since big fat gypsy weddings (...) now [people] ... understand more ‘cos of that programme’. Irish Travellers’ identity between stigmatisation and self-image**

Roberta Piazza (University of Sussex)

R.Piazza@sussex.ac.uk

Irish Travellers are transient people who live in mobile accommodation for a short time in unofficial settlements or in official encampments serviced by the council. Together with other nomadic groups, they suffer from a social stigma that is attached to both their transient status and to their desire to settle down permanently or for a long haul while still in their caravans. The present study is based on a series of interviews during which some female Travellers talk about their life in the encampment and present themselves in relation to both other Travellers and the settled community. The answers to the questions reveal the limited power these speakers have as a group against their aspirations and needs.

Consideration is given to the specific nature of the interview context in which the agenda is set by the researcher. Against this it is observed how these women Travellers make a number of identity claims of different nature and present themselves as individuals with their own story to tell against a strong group membership. In their interaction with the interviewer the speakers show awareness of the heavy social connotation attached to the term traveller and lament the scarce knowledge the outside community has of them. The study focuses on the construction of the self on the part of these speakers. The attention to pronouns and syntactic constructions together with the many themes emerging in the women’s talk, indicate their agentive role and how they engage in a cross-cultural negotiation with the dominant culture and other transient individuals and groups. The women’s answers suggest they are aware of how their community is perceived by the permanent residents but they have ways to resist society’s negative stereotypes. The scenario that emerges from these women’s talk is complex and the interviewees’ multiple identities are best explained in terms of multi-layered scalarity (Blommaert 2007).

**Communicating knowledge and skills about sex in a women's magazine: rhetorical strategies and their ideological functions in the "sex/gender/sexuality system"**

Zara **Pinto-Coelho** (University of Minho, Portugal) and Silvana **Mota-Ribeiro** (University of Minho, Portugal)  
zara@ics.uminho.pt; silvanamotaribeiro@gmail.com

Women's magazines are a common site of research concerning the interrelationality of language, image, gender and sexuality, as they are not only explicitly gendered (by the producers and recipients) but also draw upon ideologies of sexuality as one of the basic elements of gender (Caldas-Coulthard, 1997; Ballaster et al., 1991; Winship, 1987; Hermes, 1995; Gill, 2009). Among other functions, these magazines include a didactic discourse, expressed in texts providing advice, instructions or recommendations to the readers (Machin & Thornborrow, 2003). From our long term research project, aiming at a deeper understanding of the relationality between ideologies of heterosexuality and of gender (Butler, 1989; Cameron & Kulick 2003; Connell 1987; Holland & Adkins, 1996; Hollway, 1984; Rich 1980, Kitzinger, 2005) in women's magazines and news reports, we use a critical multimodal discourse approach (Pinto-Coelho & Mota-Ribeiro, 2012), to focus, in this paper, on a particular magazine issue – *Máxima* –, from the six magazines, published in Portugal in August 2013, that constitute our corpus (*Elle*, *Cosmopolitan*, *Activa*, *Máxima*, *Vogue* and *Lux Woman*). This specific issue of *Máxima* (awarded "best women's magazine" in Portugal this year) is a thematic one: Sex and Desire.

After showing the presence of sex related themes across the (editorial and advertising) content of the complete edition, including the cover, we focus on a dossier about "how to be a sexual bomb". Against the backdrop of the feminist debate around the new liberated contemporary female sexuality as a post feminist phenomenon (Atwood, 2009; Gill, 2009; Lazar, 2011; 2011; McRobbie, 2009) and its relation with enduring gender inequalities, we examine the global graphical design and thematic organization of the dossier and its underlying discourse schema (Machin & van Leeuwen, 2003), and the interplay (Kress & van Leeuwen, 2006) of visual images and local persuasive strategies (at the levels of meaning and of expression – van Dijk, 1998; 2008) used to attribute different, and often contradictory, ideological positionings to the readers.

## Gender and class in Greek lifestyle magazines post-crisis

Alexandra Polyzou (University of Portsmouth)  
alexandra.polyzou@port.ac.uk

The present work is part of ongoing research on the representation, regulation and negotiation of gendered identities in the contemporary Greek context within popular culture (references to author's work removed – also Diamantakou, 2000; Kafiri, 2002; Kosetzi, 2007, 2010, 2011; Hatzidaki, 2011, and earlier on Sarris 1980/1992; Drakopoulou, 1988 and Doulkeri, 1990).

Previous work of the author has considered aspects of sexuality and age construals intersecting with gender in men and women's lifestyle magazines (references removed), while the current paper expands in two directions: First, it examines also aspects of class and ethnicity influencing the ideals of masculinity and femininity on display in the pages of the magazines. Second, it adopts a diachronic perspective in examining discursive shifts pre- and post- economic crisis, namely, the 2008 global crisis, and the 2009 announcement of the 'specific' Greek deficit crisis.

Here I examine the discursive construction and negotiation of gendered identities (Litosseliti and Sunderland, 2002; Sunderland, 2004) through the examination of metaphor (Lakoff and Johnson, 1980; Lakoff, 1993), presupposition (Stalnaker, 1973; 1974/1991; Fauconnier, 1994, reference to author's work removed) and the representation of social actors (van Leeuwen, 1996).

The global branding of lifestyle magazines (Machin and Thornborrow, 2003; Machin and van Leeuwen, 2005) in conjunction with local versions of certain titles, as well as the creation of exclusively local titles influenced by the Western 'originals', has resulted in these texts as hybridised glocal genres reworking similar themes in line with global neoliberal capitalism. Thus we have the well-documented appearance of a relatively new consumerist masculinity (Mort, 1988; Jackson et al., 2001; Crewe, 2003a, 2003b; Edwards, 2003; Osgerby, 2003) and the reinvention of consumerist feminine identities through the lens of post-feminism (McRobbie, 2009; Lazar, 2009).

Initial findings of the present research indicate a transition from a hedonistic 'fairy tale' consumerism to 'austerity chic' or the identity of the 'savvy consumer(ist)'. The aim (consuming) might not differ significantly, but the discourses and arguments legitimating and regulating consumerism have had to adapt to the pressure of the new socio-economic realities. At the same time, the representation of various 'types' of men and women encapsulates 'classed' and 'raced' legitimising current inequalities in neo-liberal capitalism.

The paper will present examples of such construals, providing links to long-standing gender, class and ethnicity inequalities as well as more recent developments in post-crisis Greece.

## References

- Crewe, B. 2003a. *Representing Men: Cultural Production and Producers in the Men's Magazine Market*. Oxford: Berg.
- Crewe, B. 2003b. "Class, masculinity and editorial identity in the reformation of the U.K. men's press". In: B. Benwell (ed.), *Masculinity and Men's Lifestyle Magazines*. Oxford: Blackwell, 91-111.
- Edwards, T. 2003. "Sex, booze and fags: masculinity, style, and men's magazines". In: B. Benwell (ed.), *Masculinity and Men's Lifestyle Magazines*. Oxford: Blackwell, 132-146.
- Fauconnier, G. 1994. *Mental Spaces: Aspects of Meaning Construction in Natural Language* (2nd ed.). Cambridge: Cambridge University Press.
- Hatzidaki, O. 2011. "Greek men's and women's magazines as codes of gender conduct: The appropriation and hybridisation of deontic discourses". In: D. Majstorovic & I. Lassen (eds.), *Living with Patriarchy: Discursive Constructions of Gendered Subjects Across Cultures*. Amsterdam; Philadelphia: John Benjamins.
- Jackson, P., Stevenson, N. & Brooks, K. 2001. *Making Sense of Men's Magazines*. Cambridge: Polity.
- Kosetzi, K. 2007. *Representations of Women in Terms of Gender Roles and Sexual Practices in Σχεδόν Ποτέ (ΣΠ) ('Almost Never'): The Text and the Audience*. University of Lancaster, Lancaster, UK.
- Kosetzi, K. 2010. "Power and ethnicity in construals of Greek women's heterosexualities". In: C. Canakis, V. Kantsa & K. Yannakopoulos (eds.), *Language and Sexuality (Through and) Beyond Gender*. Cambridge: Cambridge Scholars Publishing, 87-112.
- Lakoff, G. 1993. "The contemporary theory of metaphor". In: A. Ortony (ed.), *Metaphor and Thought*. Cambridge: Cambridge University Press.
- Lakoff, G. & Johnson, M. 1980. *Metaphors We Live By*. Chicago, London: The University of Chicago Press.
- Lazar, M. 2009. "Entitled to consume: postfeminist femininity and a culture of post-critique". *Discourse & Communication*, 3(4), 371-400.
- Litosseliti, L. & Sunderland, J. (eds.). 2002. *Gender Identity and Discourse Analysis*. Amsterdam: Benjamins.
- Machin, D. & Thornborrow, J. 2003. "Branding and discourse: the case of *Cosmopolitan*". *Discourse and Society*, 14(4), 453-371.

- Machin, D. & van Leeuwen, T. 2005. "Language style and lifestyle: the case of a global magazine". *Media, Culture and Society*, 27(4), 577-600.
- McRobbie, A. 2009. *The Aftermath of Feminism: Gender, Culture and Social Change*. London: Sage.
- Osgerby, B. 2003. "A pedigree of the consuming male: masculinity, consumption and the American 'leisure class'". In: B. Benwell (ed.), *Masculinity and Men's Lifestyle Magazines*. Oxford: Blackwell.
- Stalnaker, R. 1973. "Presuppositions". *Journal of Philosophical Logic*, 2, 447-457.
- Stalnaker, R. 1974/1991. "Pragmatic presuppositions". In: S. Davis (ed.), *Pragmatics: A Reader*. NY; Oxford: Oxford University Press.
- Sunderland, J. 2004. *Gendered Discourses*. Houndmills, Basingstoke, Hampshire: Palgrave Macmillan.
- van Leeuwen, T. 1996. "The representation of social actors". In: C. R. Caldas-Coulthard & M. Coulthard (eds.), *Texts and Practices: Readings in Critical Discourse Analysis*. London: Routledge, 32-70.

#### Sources in Greek:

- Diamantakou Διαμαντάκου, Π. 2000. *Εισήγηση για την Απεικόνιση των Δύο Φύλων στα ΜΜΕ*. Paper presented at the Ευρωπαϊκή Συνάντηση "Γυναίκες και Μέσα Μαζικής Επικοινωνίας".
- Doulkeri Δουλκέρη, Τ. 1990. *Μέσα Μαζικής Επικοινωνίας και Ισότητα των Δύο Φύλων*. Αθήνα: Παπαζήσης.
- Drakopoulou Δρακοπούλου, Σ. 1988. Τηλεόραση και οι Ρόλοι των Δύο Φύλων. In Κ. Ναυρίδης, Γ. Δημητρακόπουλος & Γ. Πασχαλίδης (eds.), *Τηλεόραση και Επι-κοινωνία* (pp. 83-94). Θεσσαλονίκη: Παρατηρητής.
- Kafiri Καφίρη, Κ. 2002. Φύλο και ΜΜΕ: Μελέτη Επισκόπησης Retrieved 02/08/2012, from [http://www.kethi.gr/attachments/174\\_FYLO\\_MME\\_EPISKOPISI.pdf](http://www.kethi.gr/attachments/174_FYLO_MME_EPISKOPISI.pdf)
- Kosetzi Κοσετζή, Κ. 2011. «Πρέπει να περιμένεις και ένα μήνα για να μη σε πει κιάλας ότι είσαι καμιά τσούλα και ότι πηγαίνεις με την πρώτη»: Γυναικείες Ετεροφυλοφιλίες στο Σχεδόν Ποτέ και σε Συζητήσεις Τηλεθεατριών. In Κ. Κανάκης (ed.), *Γλώσσα και Σεξουαλικότητα: Γλωσσολογικές και Ανθρωπολογικές Προσεγγίσεις*. Αθήνα: Εκδόσεις του Εικοστού Πρώτου, 203-230.
- Sarris Σαρρή, Ν. (1980/1992). Η Εικόνα της Ελληνίδας στην Τηλεόραση. In Ν. Σαρρή (ed.), *Ελληνική Κοινωνία και Τηλεόραση: 1. Σειρά Δοκιμίων για το Πλατύ Κοινό*. Αθήνα: Γόρδιος.

## **Rhetorical tropes and the discursive construction of identities in the political discourse about corruption in Brazil**

Herimatéia Pontes (Federal University of Pernambuco)

heribr@yahoo.com.br

Political discourses are in themselves political actions and as such they produce and reproduce beliefs, ideologies, values, knowledge and identities. Therefore, politicians and other political actors are concerned with strategies for maintaining trustworthiness, consistency and a certain balance between the ‘ideal’ projected self-image and the ‘real’ self-image projected, especially when trying to cope with corruption scandals they were involved in.

Within the scope of the discursive construction of “us” and “them” as the basis of discourses about identity /difference in the political field, this study intends to analyze the skilful/strategic use of rhetorical tropes by social actors, especially metaphors and metonymies, in order to identify/represent themselves (*in-groups*) and the others (*out-groups*). Our rich empirical data is constituted of certain political genres such as political speeches, news reports and interviews collected from governmental and non-governmental public sphere, gathered from previous years until now in research projects conducted by the author at the Federal University of Pernambuco, about a corruption scandal in Brazilian politics, named *mensalão*, and the recent judgment of the political actors involved in the scandal by the Brazilian Superior Court of Justice.

The theoretical and methodological approach to the study is informed by the discursive-historical approach (see van Leeuwen & Wodak (1999), Reisigl & Wodak (2001), Meyer & Wodak (2001), Wodak & Krzyzanowski (2008), Reisigl (2008), Wodak 2011 and so forth) which adheres to Critical Discourse Analyses and focuses on political and discriminatory discourses, as well as by post-structuralist theories of social identity (Wodak 2001, Hall 1996, Billig 1991, Muntigl et al 2000, Fairclough 2003 among others).

The analytical results of the study reveal that metaphors and metonymies are an important argumentative strategy employed by social actors for identity construction, especially because these tropes involve tension and conflict within (political) practices of corruption. Moreover, their use reinforces a certain type of identity that works as a legitimating mechanism of powerful groups and a specific state of affairs.

## **Key semantic domain analysis as a method of exploring underlying ideologies and self-representation strategies in legal texts**

Amanda Potts (Lancaster University) and Anne Lise Kjær (Copenhagen University)  
a.potts@lancs.ac.uk; Anne.Lise.Kjaer@jur.ku.dk

Legal language is an integral and foundational part of our social reality, but it is underrepresented in interdisciplinary, critical linguistic analyses. This is perhaps because language is more objective and formulaic than media texts, which can be more subjective and emotive (Kjær and Palsbro, 2008). In this paper, I demonstrate how a corpus-based critical discourse analysis of legal language can expose hidden traces of the underlying ideologies of text creators, while demonstrating how identity can be performed in legal texts.

Research is based on a half-million-word corpus of annual reports by the International Criminal Tribunal for the Former Yugoslavia (ICTY). Key semantic domain analysis (Rayson, 2008) is used to identify the most salient themes in the legal texts compared to reference corpora of general written English, indicating areas for closer analysis.

Results show that legal language can be subjective and emotive. The semantic field of ‘crime’ is an expected key, but concordance analysis shows ideological skew in discursive construction of crimes/victims. For instance, ‘rape’/‘sexual assault’ co-occurs with female victims, whereas ‘torture’/‘outrages upon personal dignity’ co-occurs with males. Automated semantic categorization of collocates of *Tribunal* also indicate differing patterns in self-presentation. Early reports are dominated by discourse of progress/achievement while later reports are concerned with reputation/global perception.

Critical analyses of large bodies of legal language are relatively rare, but extremely culturally relevant. Legal descriptions of crimes/perpetrators/victims are powerful and sometimes subjectively skewed. Further, self-representation of powerful legal bodies and their conceptualizations of ‘success’ and ‘failure’ in establishing/enforcing law will have lasting impacts on human rights.

## **References**

- Kjær, A.L. & Palsbro, L. 2008. “National Identity and Law in the Context of European Integration: The Case of Denmark”. *Discourse & Society*, 19, 599-627.
- Rayson, P. 2008. “From key words to key semantic domains”. *International Journal of Corpus Linguistics*, 13(4), 519–549.



## **MCA, DHA and PDA: A Comparative analysis one ♀ bishop's public self-presentation (Self-presentation of a woman bishop)**

Kate Power (University of British Columbia)

katpower@mail.ubc.ca

On November 30, 2013, Reverend Canon Melissa Skelton was elected as the first woman bishop of the Anglican Diocese of New Westminster, Canada. Thus, Skelton joined a handful of Anglican women bishops worldwide, simultaneously entering the fray of international debates around gender, religion and power. While this event may represent a highlight in the history of Anglicanism, it is also a moment of interest for discourse analysts. For, although numerous studies explore questions of gender and language (see, for example, Cameron, 1998; Holmes & Meyerhoff, 2003; Litosseliti, 2006; Litosseliti & Sunderland, 2002; Weatherall, 2002; Wodak, 1997), fewer examine intersections of gender, language and religion (Green & Searle-Chatterjee, 2008; Jule, 2005, 2006; Lambert Graham, 2005). Fewer still interrogate the interplay of gender, language, religion, identity and power (Goldman, 2000; Walsh, 2001). In this paper, therefore, I will analyze the autobiography and curriculum vitae provided by Bishop-elect Skelton as part of her candidature, with a view to describing one powerful religious woman's self-presentation in a significant ecclesiastical election. In particular, I will critically draw on and compare three discourse analytic approaches – namely, Membership Categorization Analysis (MCA) (Sacks, 1979, 1992, [1972] 1986; Schegloff, 2007), the Discourse Historical Approach (DHA) (Reisigl & Wodak, 2009; Wodak, 2001), and Positive Discourse Analysis (PDA) (Martin, 2004; Martin & Rose, 2003) – in order to map the discursive construal of a *situated*, rather than stereotypical or idealized, identity. First, I will identify how “members’ categories” (Sacks, 1992:40) construe Skelton's religious and gender identities; second, I will evaluate the “enactment” in Skelton's self-presentation of non-religious discourses, including “new management discourse” (Fairclough, 2010:233). Third, I will identify moments of social change, privileging the voice of one powerful religious woman over “subject” positions (Althusser, [1970] 2001:115) proposed by the media, academics, or organized religion – except insofar as these are demonstrably taken up by Skelton. In doing so, I will demonstrate that MCA, DHA and PDA can be complementary analytical frameworks for investigating discursive construals of religious and other social identifications (Jenkins, [1996] 2004).

## **References**

- Althusser, L. [1970] 2001. "Ideology and Ideological State Apparatuses: Notes towards an Investigation". In: (B. Brewster, Trans.) *Lenin and Philosophy and Other Essays*. New York: Monthly Review Press, 85-126.
- Cameron, D. 1998. "Gender, Language and Discourse: A Review Essay". *Signs*, 23(4), 945-973.
- Fairclough, N. 2010. "A dialectical-relational approach to critical discourse analysis in social research". In: N. Fairclough (ed.), *Critical Discourse Analysis: The Critical Study of Language* (2nd ed.). Harlow: Longman, 230-254.
- Goldman, R. P. 2000. "Language, gender and power: the sexual politics of language and language acquisition in traditional India". In: J. Leslie & M. McGee (eds.), *Invented Identities: The Interplay of Gender, Religion and Politics in India*. New Delhi & New York: Oxford University Press.
- Green, N. & Searle-Chatterjee, M. (eds.). 2008. *Religion, Language, and Power*. New York & London: Routledge.
- Holmes, J. & Meyerhoff, M. (eds.). 2003. *The Handbook of Language and Gender*.
- Jenkins, R. [1996] 2004. *Social Identity* (2nd ed.). London: Routledge.
- Jule, A. (ed.). 2005. *Gender and the Language of Religion*. Basingstoke: Palgrave Macmillan.
- Jule, A. (ed.). 2006. *Gender and Religious Identity: Women in Discourse*. Basingstoke: Palgrave Macmillan.
- Lambert Graham, S. 2005. "A cyber-parish: Gendered identity construction in a online Episcopal community". In: A. Jule (ed.), *Gender and the Language of Religion*. Basingstoke: Palgrave Macmillan, 73-103.
- Litosseliti, L. 2006. *Gender and Language: Theory and Practice*. London: Hodder Arnold.
- Litosseliti, L. & Sunderland, J. (eds.). 2002. *Gender Identity and Discourse Analysis*. Amsterdam: John Benjamins.
- Martin, J. R. 2004. "Positive discourse analysis: power, solidarity and change". *Revista Canaria de Estudios Ingleses*, 49, 179-200.
- Martin, J. R. & Rose, D. 2003. *Working with Discourse: Meaning Beyond the Clause*. London, New York: Continuum.
- Reisigl, M. & Wodak, R. 2009. "The Discourse-Historical Approach (DHA)". In: R. Wodak & M. Meyer (eds.), *Methods of Critical Discourse Analysis* (2nd ed.). Los Angeles: Sage, 87-121.
- Sacks, H. 1979. Hotrodder: "A Revolutionary Category". In: G. Psathas (ed.), *Everyday Language: Studies in Ethnomethodology*. New York: Irvington Press, 7-14.
- Sacks, H. 1992. *Lectures on Conversation* (Vol. 1). Oxford, UK & Cambridge, MA: Basil Blackwell.
- Sacks, H. [1972] 1986. "On the analyzability of stories told by children". In: J. J. Gumperz & D. Hymes (eds.), *Directions in Sociolinguistics: The Ethnography of Communication*. Oxford: Basil Blackwell, 325-345.
- Schegloff, E. A. 2007. "A tutorial on membership categorization". *Journal of Pragmatics*, 39(3), 462-482.

- Walsh, C. 2001. *Gender and Discourse: Language and Power in Politics, the Church and Organisations*. Harlow: Pearson Education Limited.
- Weatherall, A. 2002. *Gender, Language and Discourse*. New York: Routledge.
- Wodak, R. 2001. "The discourse-historical approach". In: R. Wodak & M. Meyer (eds.), *Methods of Critical Discourse Analysis*. London: Sage, 63-94.
- Wodak, R. (Ed.). 1997. *Gender and Discourse*. London: Sage.

## **National democratic debate within a European framework: Media discourses on the Belgian budget process**

Daniëlle **Raeijmaekers** (University of Antwerp) and Pieter **Maesele** (University of Antwerp)

Danielle.Raeijmaekers@uantwerpen.be; Pieter.Maesele@uantwerpen.be

Since 2008, the world, and not least Europe, has gone through a serious financial crisis. To respond to the crisis and strengthen its economic governance, the European Union (EU) has adopted a number of measures, including the ‘European Semester’, the ‘Euro plus pact’, the ‘Six Pack’, and the recent ‘Two Pack’ (Sieps, 2013). These measures focus mainly on the need for greater surveillance of the Member States’ economic policies (Barnard, 2012: 98). Critics question this stampede towards fiscal uniformity across the EU, addressing it as a ‘German consensus’ and indicating the importance of divergences among states (e.g. Bronk & Jacoby, 2013: 24).

Within this context of financial crisis and the subsequent European economic integration, this paper is concerned with the nature and extent of national democratic debate in media discourses regarding the Belgian annual government budget. Since the federal budget process traditionally involves key political choices regarding the socio-economic fault line, the question is whether and to what extent the EU and its recommendations are used in discursive interventions aimed at de/legitimizing particular policy options.

In this regard, this paper puts forward an analytical framework which allows to evaluate media discourses on the extent to which these facilitate or impede democratic debate, respectively, by framing issues as either involving key political choices between alternative futures, or to the contrary, as matters best left to technocratic decision-making and/or market forces. Facilitating democratic debate then is understood as contributing to processes of politicization, while impeding it as contributing to processes of de-politicization. Methodologically, this framework requires critical discourse analysis, since this allows for the combination of an in-depth examination of discursive strategies on the one hand and ideological preferences on the other.

Within this framework, original research has been conducted on the reporting of various Flemish news media about the annual federal budget draft and audits between 2011 and 2013, the period in which the new European economic strategies were implemented. Preliminary results indicate a frequent EU-quoting to impede national democratic debate, representing the EU’s recommendations towards more neo-liberalization as normal elements of an inevitable and necessary economic future.

## **References**

- Barnard, C. 2012. “The Financial Crisis and the Euro Plus Pact: A Labour Lawyer’s Perspective”. *Industrial Law Journal*, 41(1), 98-114.
- Bronk, R., & Jacoby, W. 2013. *Avoiding Monocultures in the European Union: The Case for the Mutual Recognition of Difference in Conditions of Uncertainty*, in LSE ‘Europe in Question’ Discussion Paper Series, September 2013. London: London School of Economic and Political Science.
- “Sieps, Swedish Institute for European Policy Studies”. 2013. *Crisis Management in the EU: Strengthening Economic Governance and Financial Stability (Report summary)*. Eriksson, J., Löfmark, M.H.: Authors.

The importance of media rituals appear to grow simultaneously as professionally produced media seems to lose its impact to the power of the social media discussants. One way of reclaiming the mass media status is to launch and distribute media rituals. Audiences are approached with positive and morally correct projects such as Red Nose Day, which have, nevertheless, social and racist consequences.

Rituals hide more than they reveal (Bell 1992, 1999). Media rituals seem to resign the contract between people (Rappaport 1999) and to solve diversified problems within societies, as if society was one unified entity (Couldry 2003, Anderson 1983). From the media anthropological study of death – princess Diana as the most renowned example – (Sumiala 2012, Couldry 2003) and a perspective of ritual communication as mediated reactions on something unforeseen, I focus on the opposite, namely on media rituals projects.

Taking the communicative practices of media rituals seriously (Rothenbuhler 1998) includes the study of the repetitive and coherent language patterns (Tannen 2007) that journalists produce in the ritual context. Language practices in media ritual texts highlights the circulation of language and social categories. I am interested to analyse what *collective ideas becomes ritualized* (Bell 1992 and 1997) in media ritual campaigns, such as the Finnish award called "The Refugee Woman of the Year" and the media ritual "Lucia", orchestrated by the Swedish newspaper Hufvudstadsbladet since 1950.

The aim is, hence, to discuss the ritual and social meso level, between the concrete media texts and the discursive identity and ideology, that shape the populist choice of topics (Laclau 2007) as well as linguistic details.

The ritual context is understood to affect the communicative strategies of all stages of language. The "media ritual grammar" leaves no room for choice for the distributor of media ritual texts; the *participatory, activity and qualitative strategies* confirms social categories, instead of aiming at real change. The many participants are labelled according to their social category, as naming procedures. The ritual also affects what individuals can do and feel, as verb structures, and what qualities they can endorse, as adjective structures.

## References

- Anderson, B. 1983. *Imagined Communities*. Verso.
- Bell, C. 1992. *Ritual Theory, Ritual Practice*. Oxford University Press.
- Bell, C. 1997. *Rituals: Perspectives and Dimensions*. Oxford University Press.
- Couldry, N. 2003. *Media Rituals: A Critical Approach*. Routledge.
- Laclau, E. 2007. *On Populist Reason*. Verso.
- Rappaport, R. A. 1999. *Ritual and Religion in the Making of Humanity*. Oxford University Press.
- Rothenbuhler, E. W. 1998. *Ritual Communication: From Everyday Conversation to Mediated Ceremony*. Sage.
- Sumiala, J. 2012. *Media and Ritual: Death, Community and Everyday Life*. Routledge.
- Wodak, R., de Cilla, R., Reisigl, M., & Liebhart, K. 2009. *The Discursive Construction of National Identity*. Edinburgh University Press.
- Tannen, D. 2007. *Talking Voices: Repetition, Dialogue, and Imaginary in Conversational Discourse*. Cambridge University Press.

## **Conceptualizing the Multimodal Statement and its Role in the Identification of the Operation of Broader Discourses**

Jason **Ranker** (Portland State University)

jranker@pdx.edu

This paper takes a Foucaultian approach to developing new methodological tools for identifying which broader discourses or discursive formations are in operation within a given discursive juncture, event, set of multimodal formulations, or interactional sequence—a common methodological problem for critical discourse analyses. Foucault (1972) suggests that it is “l’énoncé,” translated as the “statement,” or “the modality of existence proper to a group of signs,” (107), that can be thought of as the fundamental functional unit of a discursive formation. In this paper, I illustrate and apply the Foucaultian concept of a “statement,” exploring, in particular, how this unit-function indicates which broader discourses are in operation and contributing to the shaping of the discursive event or interactional sequence under analysis. I will do this by drawing upon heuristic examples from the social interaction of preschool children in the classroom and on the playground, revealing how they used discourses to redirect power flows in order to achieve their purposes within the social contexts illustrated, and exploring how the concept of a statement contributes methodological tools that can be used in approaches to critical discourse analysis that attempt an “ascending analysis of power” (Foucault, 1980, 99). In addition, in an effort to build upon emerging approaches to critical multimodal discourse analysis, I will theorize the Foucaultian statement as multimodal, describing how the multimodal statement as a construct aided in my analysis.

### **References**

- Foucault, M. 1972. *The Archaeology of Knowledge*. New York: Pantheon Books.  
Foucault, M. 1980. *Power/Knowledge*. New York: Pantheon.

## **Reactions to institutional language changes: attitudes, myths and social marginalization**

Antonio **Reyes** (Washington and Lee University)

reyesa@wlu.edu

This study presents an exercise of language planning as a practice of social injustice since it marginalizes social groups that do not have access to education. The project is conceived under the understandings of Critical Discourse Analysis (CDA); it observes relationships between language and social processes; in particular, how language can be used as a social practice of discrimination, portrayed in two ways by “symbolic elites” (van Dijk 1993a) such as 1) academics and writers who (re)produce discourses of dominance that maintain inequality (van Dijk 1993: 252-254) and 2) ideological brokers who participate in public ideological debates (Blommaert, 1999) about institutional language changes and express their reactions to an exercise by a language-planning agency.

The corpus contains the introduction of the official document by the Spanish Royal Academy (Real Academia Española: RAE) where language changes are proposed and justified: Orthography of the Spanish Language (2010). In addition, this project analyzes a corpus of comments posted on-line in reaction to an article from *El País*, the major newspaper in Spain, on November 5, 2010, which presented the new orthographic and spelling changes. These comments reveal language ideological debates (Blommaert, 1999) where ideological brokers (*id.*) take on institutional language changes expressing their reactions to an exercise by a language-planning agency. This corpus offers a new context for the exploration of issues relating Language Planning with attitudes, identity and ideology (Blommaert, 2009a; Cooper, 1996; Edwards, 2009).

Through the comments, users justify with argumentation schemes (Fairclough and Fairclough, 2012) their positions against or in favor of certain language changes. More than 50% of all the argumentation schemes reflect two main myths about language change: the myth of relating language uses with *Rationality and Logic* (30.4%) and the myth of *Deterioration of the Language* (23%). The high frequency of these misconceptions and language myths (Bauer & Trudgill, 1998; Groupe RO, 2012) about specific language uses underscores the need to incorporate a linguistic approach in the classroom about language changes and regulation (LPP), so language-uses are explained from the angle of identity, power and ideology, and not as rational, problematic, or degenerative.

**“Porque seamos latinoamericanos no somos todos iguales”: How positioning and self-presentation are working in a Latino student’s narrative to create and identity and alter her views about immigration and discrimination**

Deyanira Rojas-Sosa (SUNY New Paltz)

rojassod@newpaltz.edu

Discussions about immigration, language use, language policies in the US are difficult and sensitive topics to discuss in a class, additionally, it could be more problematic when the classroom is formed by Latino students, who most likely have some personal experience with these issues, and Anglo students who might be less familiar with them. This paper analyses a narrative by a Latino student about a class discussion concerning immigrants’ language use in the US. Using positioning analysis, and self-presentation analysis, this paper explores how, in the conflict narrated, the narrator selects and revisits her positioning and self- identification in her narrative to establish an identity, or several identities, and her views about immigration and immigrants in the US in relation to her antagonists’ opinions in the story. This analysis finds that her shifts in positioning and different self- identities created in her tale world allow her to support different opinions, some conflicting, about immigration, language use and policies, and discrimination against Latino immigrants. This study is part of a larger project that explores, through narrative analysis, how talking about prejudiced and racial conflicts in the classroom is a problematic topic that is often dismiss, minimize, or even deny by their protagonists in order to avoid confronting being victims of discrimination.

**References**

- Bamberg, M. 1997. “Positioning between structure and performance”. *Journal of Narrative and Life History*, 7(1-4), 335-42.
- Condor, S. 2000. “Pride and Prejudice: identity management in English people's talk about 'this country'”. *Discourse & Society*, 11(2), 175-205.
- Condor, S., Figgou, L., Abell, J., Gibson, S. & Stevenson, C. 2006. ““They are not racist...” Prejudice denial, mitigation and suppression in dialogue”. *British Journal of Psychological Society*, 45, 441-462.
- Daiute, C., Lightfoot, C. & Solis, J. 2004. “Narrating and Counternarrating Illegality as an Identity”. *Narrative Analysis: Studying the Development of Individuals in Society*. Thousand Oaks, Calif.: Sage, 181-199.
- Dijk, T. V. 1992. “Discourse and the denial of racism”. *Discourse & Society*, 3(1), 87-118.
- Fina, A. D. 2000. “Orientation in immigrant narratives: the role of ethnicity in the identification of characters”. *Discourse Studies*, 2(2), 131-157.
- Fina, A. D. & King, K. A. 2011. “Language problem or language conflict? Narrative of immigrant women's experiences in the US”. *Discourse Studies*, 13(2), 163-188.
- Fina, A. & Georgakopoulou, A. 2012. *Analyzing Narrative: Discourse and Sociolinguistic Perspectives*. Cambridge: Cambridge University Press.
- Gimenez, J. & Litosseliti, L. 2010. “Narrative Analysis in Linguistic Research”. *Research Methods in Linguistics*. London: Continuum, 198.
- Lucius-Hoene, G., & Deppermann, A. 2000. “Narrative Identity Empiricized: A Dialogical And Positioning Approach To Autobiographical Research Interviews”. *Narrative Inquiry*, 10(1), 199-222.
- Wortham, S. 2000. “Interactional positioning and narrative self-construction”. *Narrative Inquiry*, 10(1), 157-84.

## **Grounding and political inclusiveness: The case of Catalan self-determination**

Gonzalo Calle **Rosingana** (Universitat de Vic)

gonzalo.calle@uvic.cat

The main aim of the present work is to address the issue of “inclusiveness” in the present Catalan political arena. As used, the concept of “political inclusiveness” should be understood in the sense of developing a political deliberation that emphasizes the cooperation among Catalan political parties to resolve clashes of interests and to develop mutual collaboration as contestation to Spanish government. The corpus selected for analysis is part of the speech delivered by Artur Mas in December 20<sup>th</sup>, 2012, just before being elected president of the Catalan government. The article explores the nominal and verbal grounding elements (Langacker 2007, 2008), such as personal pronouns, modal verbs or the proper name “Catalunya”, and the relations these elements establish with attention patterns. It is argued that grounding elements are used as a means not only to encourage an atmosphere of inclusiveness and cohesion among all Catalan political parties and the general Catalan population, but also to accentuate the contrast with the concept of separation towards the central government in Madrid. Therefore, I will start with an overview of the general organization of the speech event within the context of the present Spanish economic crisis situation and the financial discrepancies between the Catalan Parliament and the Spanish Executive to go on with the notions of subjective versus objective construals, profiling and grounding and the effect these produce on the audience.

## **References**

- Langacker, R. W. 2007. “Cognitive Grammar”. In: D. Geeraerts & H. Cuyckens (eds.), *The Oxford Handbook of Cognitive Linguistics*. Oxford: Oxford University Press, 421-462.
- Langacker, R. W. 2008. *Cognitive Grammar: A Basic Introduction*. Oxford: Oxford University Press.



### **New Romanian civic/artistic alliances. Dan Perjovschi: a sociosemiotic reading**

Daniela **Roventa-Frumusani** (Bucharest University) and Ana **Sezonov** (Bucharest University)  
danifrumusani@yahoo.com

At the beginning of the third millennium marked by multiple crisis and risks (Ulrich Beck), technoscapes and mediascapes (A Appadurai, 2004), we witness complex changes at the level of political participation (new signs, discourses and practices in recent mobilizations such as the “Arab spring”, or the “Romanian 2012 civic winter”), as well as of media and discourse genres.

The concept of public space much discussed since 1992 (cf. Habermas himself « 30 ans après ») becomes central at the confluence of political sociology and communication (Charaudeau, Chaniel inter alia), and opens new avenues for the « publicity » of the « political reason » (or irrationality).

We will discuss the double dimension of public space: i) the normative habermasian perspective of abstract space (of opinions and values debate) and ii) the physical, concrete one (the urban public spaces) defined by the Chicago school.

In the new foreword written in 1990 for the 17th edition of the Public Sphere, Habermas tries to overcome the old dilemma (1962) rebuilding the concept in a plural perspective able to reinterpret media roles, social movements and civic society.

The other model (visible, sensible, built by following Hannah Arendt) represents less of a dialogue space than a spectacle, appearance « mise en forme, mise en sens et mise en scène du social » (P. Chaniel, 1992: 70). Following this dual inheritance (argumentativity and public visibility) we will analyze the constitution of local, fragmented public spaces (B. Miege, 2010) in Romania, à Bucarest through the civic art of one of the most internationally known artists: Dan Perjovschi, author of a multifaceted engaged art, mixing drawings, graffiti (in galleries or public spaces).

### **References**

- Becker, H. 2009. *Comment parler de la société. Artistes, écrivains, chercheurs et représentations*. Paris: Ed La Découverte.
- Chaniel, P. 1992. “Espaces publics, sciences sociales et démocratie”. *Quaderni*, 18.
- Habermas, J. 1992. “L’espace public » trente ans après”. *Quaderni*, 18.
- Miege, B. 2010. *L’espace public contemporain. Approche info-communicationnelle*. Presses Universitaires de Grenoble.
- Van Leeuwen, T. 2005. *Introducing Social Semiotics*. London, New York: Routledge.

### **Challenges to the cultural norm against prejudice**

Lottie **Rowe** (Coventry University) and Simon **Goodman** (Coventry University)  
ab4886@coventry.ac.uk; S.Goodman@Coventry.ac.uk

Understanding talk about prejudice and race is of major interest to researchers addressing discourses of inequality and discrimination. Discursive psychologists (e.g. Augoustinos and Every, 2007) focus on the ways in which people are able to say potentially prejudicial things in ways that avoid them being viewed as prejudicial and therefore violating a 'cultural norm against 'prejudice'' (Billig 1988, p. 94) in which being prejudiced is seen as something particularly negative. However, two noteworthy challenges to this norm have been identified. 1) Researchers have not paid proper attention to what members of the public mean by prejudice, and 2) There is growing evidence of a new cultural norm where accusations of prejudice can become as problematic as prejudice itself. This is because it is argued that accusations cause censorship in which conflicts with another cultural norm, that of freedom of speech.

This talk re-examines this existing theoretical framework about the norm against prejudice by using data predominantly gained from internet discussion forums. All data is analysed using a discursive psychological approach to discourse analysis (e.g. Augoustinos and Every, 2007). Challenge one, not addressing lay understandings of prejudice, is discussed with reference to data from discussion forums about Gypsies in the United Kingdom (UK). Here it is shown that participants can distinguish 'prejudice' from 'racism' in a way that suggests that prejudice towards Gypsies is acceptable and that only racism is unacceptable. Challenge two, the new norm against accusations of racism, is discussed with reference to a range of data including televised political debates, focus group discussions and online discussion forums about asylum seeking in the UK. Here it is shown how accusations of racism are criticised as unfair oversimplifications so that those making them become accountable for attempting to stifle debate so that rare accusations of prejudice are made delicately. The talk concludes with a discussion of the implications of these challenges to the norm against prejudice and what this means for those seeking to challenge prejudice.

### **References**

- Augoustinos, M. & Every, D. 2007. "The Language of 'Race' and Prejudice: A Discourse of Denial, Reason, and Liberal-practical Politics". *Journal of Language and Social Psychology*, 26(2), 123–41.
- Billig, M. 1988. "The Notion of 'Prejudice': Some Rhetorical and Ideological Aspects". *Text*, 8(1–2), 91–110.

## **A Corpus-Assisted Approach to the Study of Immigrant Representation in New Zealand Print Media: A Collocational Analysis**

Neda **Salahshour** (Victoria University of Wellington)

Neda.Salahshour@vuw.ac.nz

This paper reports on research in progress regarding how immigrants are discursively constructed in the New Zealand Herald, a prominent daily newspaper in Auckland, New Zealand's most migrant populated city. The time frame chosen for this study is the years 2007 & 2008. These years are considered significant as the country started facing an economic crisis due to both local and global economic recessions in early 2008. The representation of immigrants before and after such important events can provide fruitful insights into perceptions of immigration as immigrants are often "scapegoated as the source of all problems" (Fleras, 2005:9). This study uses a triangulation method of analysis including both qualitative and quantitative approaches based on a 700,000 word corpus consisting of articles from the New Zealand Herald surrounding the topic of immigration. The paper will report on findings that have been arrived at by using a corpus assisted approach to discourse analysis. The software application WordSmith is used to help objectively identify salient collocations by calculating the MI score for each collocation and thus identify prominent discourses surrounding the topic of immigrants and immigrations. A critical discourse analytical approach is then used to qualitatively analyze the data in depth and identify discursive strategies and rhetorical devices surrounding migrant representations. The discussion section will elaborate on similarities and discrepancies of the findings gained from each of these methods. In addition to this, the advantages of using a corpus driven approach to critical discourse analysis will be discussed. The results from this research will add a greater level of detail to discussion of immigrant representation in New Zealand that has so far been attempted.

### **References**

Fleras, A. & Spoonley, P. 1999. *Recalling Aotearoa. Indigenous Politics and Ethnic Relations in New Zealand*. Melbourne: Oxford University Press.

### **A little knowledge is a dangerous thing**

Klára **Sándor** (University of Szeged)

sandork@hung.u-szeged.hu

In my paper I focus on the present political discourses on the Székely script in Hungary. This runiform script had been used in the Middle Ages in Székelyland (East Transylvania), and until the beginning of the 19th century it had been used as a symbol of the Hungarian identity for a part of the literate society.

Today most Hungarians have a very little knowledge on this script, and its cultural background. This made possible for the extreme right politics to use it as one of their symbols (e.g. road signs written in it). Consequently, the Székely script generates sharp societal disputes, since it is strongly associated to the extremist thinking. Those who support extreme right political ideas, keep the knowledge of the Székely alphabet a sign of „real” sense of „Hungarianness” while those who reject extremism keep it a useless pseudo-Hungaricum, and a sign of false thoughts about history.

I will analyse that the less the society is familiar with a phenomenon, the more suitably it can be used for sharpening political polarization. I will show that none of the groups at the political poles are engaged in learning historical facts about the Székely script, since the knowledge on the cultural background would weaken the strong symbolic association between the Székely script and the extreme right groups. This is what neither the extremists nor those who reject them want, they both need easily identifiable symbols to create stereotypes to identify the „us” and „them” groups.

### **Language ideology in Japan's refugee policy**

Junko **Saruhashi** (Aoyama Gakuin University, Tokyo)

saruhashi@siheb.aoyama.ac.jp; saru-jun@nifty.com

The Japanese government has been criticized by the international society and human rights organizations for the low acceptance in the number of refugees. Since the issue had been assumed that Japan, a hosting country is reluctant; people were rather stunned to hear that very few Burmese (Myanmar) refugees showed interest in coming to Japan and actually applied to the United Nations' third-country resettlement program. Japan has accepted 63 people in the last four years on that protocol in total, which is about a half of its planned quota of receiving 30 refugees per year (Ministry of Foreign Affairs of Japan 2013). The reasons for its unpopularity have not been precisely investigated; however, a major impact is considered that the information sent from already resettled refugees saying that they found difficulties in adapting to the new living environment in Japan. One of the major obstacles which was reported is its language, Japanese, in spite of the Japanese government refugee policy in which declares Japanese education program as a major pillar of three emphasized programs.

By considering these circumstances, the author hypothesizes that there are hidden linguistic ideology of Japanese government which might affect the anxiety and dissatisfaction of refugees. The minutes and related documents of Refugee Affairs Liaison and Coordination Council, which was organized under Cabinet Secretariat in order to discuss the third-country resettlement program reform and implementation, were thoroughly analyzed using critical discourse analysis. Especially the analytical focus is on how linguistic issues were recognized and shared in relation of other (sometimes more critical) issues and how the council members were apt to approach and resolve the linguistic problems. One of the major findings was that without linguistic or sociolinguistic experts in the Council, linguistic issues emerge and vanish in a flux manner.

## **The Friedman Doctrine and Beyond: Discourse of the Shareholder Theory**

Toyoko **Sato** (Copenhagen Business School)  
torinomune@gmail.com

Social responsibility in business is one of the most important concepts in business and management studies (Sato 2013). General acceptance of the concept, however, has long been controversial. This controversy derives from a question: who is the company for? In contrast to stakeholder theory that promotes well-being of not only owner and managers of the company but also employees, local communities, customers, suppliers, and beyond, shareholder theory asserts that companies are for maximizing shareholder value. Although the import of these theories and praxis in the managerial sphere are discussed and reported, the discourse underlying texts has received little attention. This paper intends to fill this gap through a discourse focus on texts from shareholder theory. In particular, I will examine two opinion articles from U.S. newspapers. The first is Milton Friedman's 1970 article in the *New York Times*, "The Social Responsibility of Business Is to Increase Its Profits." The second is Aneel Karnani's 2010 article for the *Washington Post*, "The Case against Corporate Social Responsibility." Four decades separate Friedman and Karnani; the aim of this paper is to capture historical continuity and discontinuity revolving around social responsibility. Discourse we know to be historical (Wodak et al. 2009, Chouliaraki & Fairclough 1999), so the cold war socio-political climate can no more be ignored than that after the 2008 global financial crisis. The methodology deployed for the study is van Dijk's view of knowledge, where knowledge is "the consensual beliefs of an epistemic community" and truth is "a property of assertion" (2003: 85). A secondary aim is to make explicit the distinction between discourse and knowledge in relation to the social responsibility of business.

### **Reference**

- Chouliaraki, L. & Fairclough, N. 1999. *Discourse in Late Modernity*. Edinburgh: Edinburgh University Press.
- Friedman, M. 1970. "The Social Responsibility of Business Is to Increase Its Profits". *New York Times*, September 13.
- Karnani, A. 2010. "The Case against Corporate Social Responsibility". *Washington Post*, August 23.
- Reisigl, M. & Wodak, R. 2009. "Discourse-Historical Approach (DHA)". In: R. Wodak & M. Meyer (eds.), *Method of Critical Discourse Analysis*. London: Sage, 87-121.
- Sato, T. 2013. "Ethics and Responsibilities in International Business". In: Tsang et al. (eds), *Routledge Companion to International Management Education*. London: Routledge, 86-103.
- van Dijk, T. 2003. "The Discourse-Knowledge Interface". *Critical Discourse Analysis: Theory and Interdisciplinarity*. 85-109.

**(De)constructing the future in the Basque Country. Applying DHA to Spanish and Basque news reports after ETA's end of violence**

Giacomo **Sauro** (Unint (formerly known as Luspio), Rome)

giacomo.sauro@gmail.com

When, on 20 October 2011, the Basque separatist group ETA announced its abandonment of the use of arms, the news had a huge impact on Spanish public life, since the organisation had been active for more than 50 years, killing more than 800 people.

Taking into consideration the wide historical context of the “Basque problem”, this work aims to provide a critical discourse analysis of both sides (the Spanish and the Basque) to find common patterns in each of them. The qualitative and quantitative analysis is based on a corpus of all editorials and opinions published within the eleven days after ETA's announcement in four Spanish newspapers (*El País*, *ABC*, *Gara* and *Deia*) representing the four political positions on the Basque issue, i.e. Spanish left and right-wing (the latter backing a highly centralised government) and Basque left and right-wing (the former openly claiming independence).

From a theoretical perspective the work draws on Wodak et al.'s Discourse-historical approach. This approach especially takes into account five different levels of strategy, which proved very useful during the research. The analysis also considers the theoretical implications of Fairclough's approach to media discourse, Borrat's view of the newspaper as a political actor, and van Dijk's polarisation of social actors through positive-presented ingroups and negative-presented outgroups.

The final results demonstrate for each sub-group (Spanish and Basque) a significant number of specific features, including some peculiar referential and argumentative strategies and ways of constructing ingroups and outgroups. It is argued that the complete set of linguistic and discursive data in the corpus provides evidence that the main national discourse (i.e. the Spanish one) continues to draw its discursive fields from the local discourse (the Basque one), refusing certain narratives or monopolising the meaning or use of some words; on the other hand, the Spanish discourse tends to stick to old, established patterns, not allowing the opposing party to introduce new and defiant discursive items into the national public sphere.

## **Discourse portrait of Belarusian NGOs: constructed world vs. reconstructed context**

Alena **Savich** (Belarusian State University)

e.savich@mail.ru

The intended paper describes the way and the results of a research aimed at identifying the prospects for efficient communication amongst different actors in the Belarusian political arena. The aim of the paper is to prove the diagnostic potential of discourse linguistics for studying society's organization and functioning.

It focuses on an integrative methodology of discourse-expertise based on the theory of discourse content (by Professor I. Oukhvanova-Shmygova, Belarusian State University). Due to gradual semantic categorization, this approach leads to the reconstruction of so called 'discourse pictures'. The latter are understood as the contexts actualized in discourse; they come as a discourse picture of reality and a discourse picture of cortege interaction.

The paper presents the discourse pictures reconstructed from several deep interviews with the representatives of Belarusian NGOs who claim youth rights, women's rights and human rights promotion as their objectives. It points to the contradictions between the discourse-pictures generated in and by the discourse of one and the same respondent, and discloses the difference between the reality being constructed by discourse and the objective reality that makes physical context of discourse. The comparison of the reconstructed discourse pictures reveals the portrait of Belarusian NGOs as a separate and closed segment of the Belarusian political field that is self-focused and mainly verbal in activity. The results of the research also show the non-social nature of Belarusian public organizations, as the identification of the society is very vague, if at all, while self-identification is rich both in semantic and language manifestations.



## **Conflict and Transparency in the Trajectory of a Language Policy Document**

Kristof Savski (Lancaster University)

k.savskyy@lancaster.ac.uk

Using Fairclough's (2009) dialectical relational critical discourse approach, this analysis aims to uncover how the family is figured in legal child protection discourses of the United Nations Convention on the Rights of the Child (CRC), and the effects of these figurations. The corpus for this analysis is comprised of excerpts from the CRC, provincial child protection legislation, and interviews with nurses (n=21) conducted as part of a larger study investigating nursing responses to child abuse and neglect in British Columbia, Canada. This analysis shows how these texts operate together to isolate the family from society and construct the family as a site of concentrated responsibility for childrearing, ignoring the social context and deprivations that challenge them. Nurses offer rich descriptions of how ideological understandings of the family are reproduced in and circulated through legal structures, and how these have resulted in a reactive child protection system that complicates their work to support families. The CRC espouses advocacy and participation, however, paradoxically, the most vulnerable children lack agency to assert their rights, and parents too often encounter unrealistic expectations in upholding their children's rights (Chandler, 2002; Pupavac, 2001). Child abuse experts argue that application of a child rights framework shows promise in guiding a reform of state child protection systems (Reading et al., 2009). However, the nurse interview texts offer vivid illustrations of how the hegemony of a child rights discourse diffuses paternalism onto families and across populations. Further, this critical analysis demonstrates how a child rights discourse operates as a technique of exclusion, and exposes these discourses as implicated in dividing practices. Such an analysis appreciates how rights might better be conceived within relations of the collective. While the texts used in this paper are specific to legal structures and nursing practices in British Columbia, analysis of the CRC has international implications for interdisciplinary social service disciplines in jurisdictions with similar approaches to child protection.

## **References**

- Chandler, D. 2002. *Rethinking Human Rights: Critical Approaches to International Politics*. Hampshire: Palgrave Macmillan.
- Fairclough, N. 2009. "A dialectical-relational approach to critical discourse analysis in social research". In: R. Wodak & M. Meyer (eds.), *Methods of Critical Discourse Analysis* (2nd ed.). London: Sage Publications Ltd.
- Pupavac, V. 2001. "Misanthropy Without Borders: The International Children's Rights Regime". *Disasters*, 25(2), 95-112. doi: 10.1111/1467-7717.00164
- Reading, R., Bissell, S., Goldhagen, J., Harwin, J., Masson, J., Moynihan, S., Parton, N., Pais, M.S., Thoburn, J. & Webb, E. 2009. "Promotion of children's rights and prevention of child maltreatment". *The Lancet*, 373(9660), 332-343. doi: 10.1016/S0140-6736(08)61709-2

**(Neo)Liberalizing the state: Privatization of core governmental social competences – A CDA approach**  
Johannes Scherling (Karl-Franzens-University of Graz)  
johannes.scherling@uni-graz.at

Privatization nowadays is seen as a viable and efficient tool of cost-reduction of governments. The main claim here is that states are inept entrepreneurs and should therefore leave most of their agendas – including education, social services, and prisons – to private contractors. The underlying assumption is that states need to be run like companies and that competition in a free market is the main principle promising success. This assumption – in particular with regards to education and social services – has not gone unchallenged, with many groups within today's civil society usually subsumed under the heading of anti-globalization or, more recently, Occupy.

The process of redefining governmental responsibilities in terms of revenue-based, for-profit activities – and also challenges to it – happens in the use of language. If we want to comprehend the intricacies of conceptualizations of the relations between state and economy, we thus need to analyze discourse. In this particular case, this means analyzing the linguistic constructions of conceptual strategies such as governmental duties like services, the equation of national economics and business administration, the prioritization of cost efficiency as important value.

This paper will use a corpus-based analysis of the discourse on privatization of those in favor of it (five conservative think tanks from the US as the vanguards of neoliberal economics) and those opposed (five anti-globalization groups), with an overall corpus size of about 150,000 tokens each. It will examine whether and to what extent conceptual strategies such as those mentioned in the previous paragraph are relevant in the discourses analyzed.

**How words behave in different languages: The use of German Nazi vocabulary across languages**  
Melani **Schroeter** (University of Reading)  
m.schroeter@reading.ac.uk

Studies into lexical borrowing, and specifically lexical borrowing from German into English (Pfeffer & Cannon 1994) and/or other languages have helped cataloguing and differentiating types of Germanisms, including historically charged words associated with the German Nazi past. Especially the latter have been discussed with regard to national stereotyping (e.g. Stubbs 1998; Demleitner 2009), but studies have hardly looked at the use of historical Germanisms in discourse contexts. Building on the results of a corpus assisted study of four historical Germanisms in British newspaper discourse (*Blitzkrieg*, *Anschluss*, *Drang nach Osten*, *Endloesung* cf. Schröter & Leuschner 2013), this paper will look at the use of *Lebensraum* in English and German public discourse, which confirms and enhances previous results by revealing that

- a) the use of historical Germanisms in other languages differs from their use in German – in present day German, *Lebensraum* is mostly used to refer to ‘habitat’ and found especially in environmentalist discourse;
- b) when used in other languages, stereotyping of ‘the (present day) Germans’ seems less common than evocation of historical context through the use of an ‘original’ foreign language token associated with it;
- c) stereotyping is less common than re-contextualisation and transposition of historical Germanisms into other discourse contexts, e.g. *advertising blitzkrieg* and *American Lebensraum* or, more problematically, *Israel’s Lebensraum*.

A discourse analytic, corpus based approach to the use of loan words demonstrates that their appropriation and semantic accommodation across different languages is anything but straightforward and that a critical discourse analysis approach is needed to shed more light on processes and discourse effects of language contact and lexical borrowing, especially with regard to historically or ideologically charged lexical items.

## References

- Stubbs, M. 1998. “German Loanwords and Cultural Stereotyping”. *English Today*, 53, January 1998, 19–26.
- Demleitner, E. 2009. *Gentlemen und Nazis? Nationale Stereotype in deutschen und britischen Printmedien*. Phil. Diss., Würzburg.
- Pfeffer, J. A. & Cannon, G. 1994. *German Loanwords in English: a Historical Dictionary*. Cambridge: Cambridge University Press.
- Schröter, M. & Leuschner, T. 2013. “Historical Germanisms in British Newspapers. A discourse-analytic approach and four corpus-assisted case studies”. *Angermion*, VI, 139-171.

## **A Corpus-Based Discourse Analysis of Prime Minister's Questions**

Alison **Sealey** (University of Birmingham) and Stephen **Bates** (University of Birmingham)

a.j.sealey@bham.ac.uk; s.r.bates@bham.ac.uk

Prime Minister's Questions (PMQs) is a weekly, 30-minute event in the UK House of Commons during which the Prime Minister answers questions posed by the Leader of the Opposition and by government and opposition backbenchers. This paper, which stems from a broader interdisciplinary project on PMQs that involves political scientists, political theorists, political psychologists and linguists, will utilise a critical realist framework in order to explore the (changing) nature of political discourse employed within PMQs since its inception in 1961, through an analysis of the linguistic features (i.e. lexical and grammatical words and sequences of words) that characterise the institution. Specifically, the paper will report on some of the patterns of linguistic variation found in various comparisons, including: (a) in the corpus of PMQs when compared with a reference corpus; (b) in each premiership; (c) in the starting & ending periods, respectively, of parliamentary & electoral cycles; and (d) over the history of PMQs. In so doing, the paper will help to illuminate the changing ideologies and policy agendas of political parties, demonstrating the potential of corpus-assisted discourse analysis for critical interdisciplinary research.

## **Representations of climate protection on Austrian television – A multimodal critical discourse analysis**

Andrea Sedlaczek (University of Vienna)

a.sedlaczek@tele2.at

In recent years, there has been an increasing interest in the way the media represent and construct the issue of climate change and in the way the media communicate the need for active engagement with climate protection to the public. From a critical discourse perspective the media are seen as actively (re)producing and (re)constructing interpretations, representations and meanings of ‘climate change’ and ‘climate protection’ (cf. Carvalho & Pereira 2008). This paper will investigate representations of climate change, and specifically climate protection, in a corpus of factual non-news television programmes that were broadcast as part of a climate protection initiative by the Austrian public service broadcaster ORF. This initiative aims at raising public awareness on the issue of climate change and promoting active engagement with climate protection measures. The study forms part of a wider PhD project, which examines aspects of representation, intertextual linkage and media agency in this initiative. The methodological approach adopted for the analysis is a multimodal critical discourse analysis that combines in a novel way the discourse-historical approach to critical discourse analysis (Reisigl & Wodak 2009), social semiotics (van Leeuwen 2005; Kress 2010), the semiotic theory of Charles Sanders Peirce (cf. Short 2007) and argumentation theory. As part of this methodological approach, a concept of representation will be proposed that combines Kress & van Leeuwen’s social semiotic theory of meaning-making with Peirce’s triadic sign concept. In addition, a model for argumentation will be used that also embraces multimodal aspects of argumentation (cf. van den Hoven & Yang 2013). Applying these concepts, multimodal representations and argumentations regarding climate protection will be analysed in a selection of factual television programmes broadcast as part of the climate protection initiative on Austrian television. By linking these representations and argumentations to the purported goals of the initiative, the analysis will uncover contradictions and paradoxes in the way climate protection, and specifically individual climate change mitigation measures, are represented and constructed in the programmes.

### **References**

- Carvalho, A. & Pereira, E. 2008. “Communicating climate change in Portugal: A critical analysis of journalism and beyond”. In: A. Carvalho (ed.), *Communicating Climate Change: Discourses, Mediations and Perceptions*. Braga: Centro de Estudos de Comunicação e Sociedade, Universidade do Minho, 126-156. Available at: [http://www.lasics.uminho.pt/ojs/index.php/climate\\_change/article/view/418/388](http://www.lasics.uminho.pt/ojs/index.php/climate_change/article/view/418/388) [Accessed 27.12.2012].
- Kress, G. 2010. *Multimodality: A Social Semiotic Approach to Contemporary Communication*. London: Routledge.
- Reisigl, M. & Wodak, R. 2009. “The Discourse-Historical Approach (DHA)”. In: R. Wodak & M. Meyer (eds.), *Methods of Critical Discourse Analysis* (2nd ed.). London: Sage, 86-121.
- Short, T. L. 2007. *Peirce’s Theory of Signs*. Cambridge: Cambridge University Press.
- van den Hoven, P. & Yang, Y. 2013. “The argumentative reconstruction of multimodal discourse, taking the ABC coverage of president Hu Jintao’s visit to the USA as an example”. *Argumentation*, 27(4), 403-424.
- van Leeuwen, T. 2005. *Introducing Social Semiotics*. London: Routledge.

## **Policing sexuality in the fight against HIV and AIDS**

Irene M. **Segopolo** (University of Botswana) and Violet B. **Lunga** (University of Botswana)  
impule@gmail.com; Lungavb@mopipi.ub.bw

Ever since the first reporting of the first case of HIV and AIDS in Botswana, more than three decades ago, HIV and AIDS are still a concern to the society and government. In the 21st century, HIV and AIDS are still a concern to the Botswana government, specifically regarding the prevention of new infections and providing treatment to those infected. The government's endeavour to curtail the pandemic is found in public health messages that emphasize the individual's responsibility in ensuring safer sex behaviour. However, the tendencies of such messages blame the individual for risk taking and often marginalise those who are deemed to be 'at risk populations.' Gay people and sex workers are often blamed for the spread of HIV and AIDS and are stigmatised for engaging in risky sex. Using a poststructuralist approach, this paper examines how risk discourse is used in public health campaigns to blame those deemed to embark on dangerous sexual lifestyles. Foucault's concept of discourse is used to investigate the various discursive constructions of sexuality, power and risk subjectivity. The article further draws on Foucault's technologies of the self to analyse the relationship between sexuality, and identity, public health policies and governmentality. Selected public health policies and campaigns are analysed. Additionally, data from two focus group discussions of purposively selected gay men and women and sex workers is used to give insights on sexuality, identity and sex and their reactions to public health policies that seem to marginalize them.

## **The construction and (re)presentation of "world" in American counterterrorism discourse (1972-2012)**

Tatiana I. **Shutova** (Linguistics University of Nizhny Novgorod) and Elena S. **Gritsenko** (Linguistics University of Nizhny Novgorod)

tatiana\_925@mail.ru; elena.s.gritsenko@gmail.com

The concept of the 'world' in the context of counterterrorism has undergone major changes over the last few decades. Beginning as a rather abstract entity in the 1970s, it came to be almost tangible and quite 'real' in the globalizing society. One of the most obvious milestones on this way was the events of 9/11 which 'forced the rethinking of globalization, technology, democracy, and national and global security' [1] and led to the conceptualization of the world as a considerably smaller place than ever before. In a similar vein, some scholars talk about "the globalization of threat": given that "many social relations become relatively delinked from territorial geography, so that human lives are increasingly played out in the world as a single place" [2], and as this "single place" is becoming smaller and smaller, a threat can potentially come from anywhere. The last message is especially relevant for the counterterrorism discourse.

The proposed paper focuses on the linguistic construction and (re)presentation of the 'world' in the American counterterrorism discourse in 1972-2012. The corpus of texts for analysis comprises counterterrorism speeches and official documents by American Presidents, Secretaries of State, and ambassadors (432 000 words). For the purpose of chronological comparison, they are divided into four sub-corpora. Research methods include critical discourse analysis and corpus-driven discourse analysis.

The preliminary analysis of the sub-corpora using online network text analysis tool 'Texttexture' [3] showed that the word "world" is found in all the most influential *contexts* in *every* sub-corpus; in two of the sub-corpora it enters the top-4 of the most influential *keywords* in the respective corpora.

The dynamics of the construction and (re)presentation of "world" in the American counterterrorism discourse is examined at two different levels: the phrase level (mutual information index, semantic prosody, descriptive phrases, homogeneous parts of the sentence providing identification, i.e. what world is/isn't or should/shouldn't be) and the sentence level (providing definitions). The combination of diverse methodological and conceptual tools allows to examine familiar types of phenomena from a new perspective.

## **References**

Kellner, D. *Globalization, Terrorism, and Democracy: 9/11 and its Aftermath*, 17.

<http://www.gseis.ucla.edu/faculty/kellner>

Scholte, J. A. 2001. "The Globalization of World Politics". In: J. Baylis & S. Smith (eds.), *The Globalization of World Politics* (2nd ed.). Oxford: Oxford University Press, 13–32.

<http://texttexture.com/>

The intricate and much-debated relationship between national identities and the European integration process (e.g. Karolewski & Suszicky, 2007) has attracted research also in the field of critical discourse studies (e.g. Krzyżanowski, 2010). In this growing body of research, however, little attention has been devoted to intellectuals and their influence on public discourse, notably in the post-Yugoslav context. This paper begins to bridge this gap by exploring how Croatian intellectuals have acted as spokespersons for their national community in the context of European integration.

Post-communist transformation and Europeanisation are widely regarded as a relatively steady *condition* marked by great social, economic and political uncertainty (Fraser, 1997; Burawoy & Verdery, 1999). In the societies that emerged from the disintegration of Yugoslavia, such volatility is exacerbated by tensions stemming from the post-conflict situation and the ongoing nation-building processes. In this context, intellectuals may be able to articulate widespread concerns, shared social representations, as well as a common vision for the future. Post-Yugoslav intellectuals have done so mainly by foregrounding a specific construct: the nation (Malešević, 2001).

In this paper I explore the discursive strategies that Croatian intellectuals employed to ‘speak for the nation’ on the occasion of Croatia’s accession into the European Union (1st July, 2013). Building on inquiries into the discursive construction of national identities (Wodak *et al.*, 2009), I elaborate an interdisciplinary approach which combines the notions of spokespersonship and intellectual marginality (Pels, 2000) with conceptions of the intellectual as ‘nation-maker’ (Suny & Kennedy, 1999). I apply this framework to a set of opinion pieces about Croatia’s membership in the EU which were circulated in the national press. The analysis focuses on the articulation of the nation as a project aimed to bring prosperity to its members.

The case of Croatia is relevant as it illustrates how the idea of nation might occupy a quite ambivalent position vis-à-vis the ‘European project’, which in turn sheds light on the complex interplay between nationhood and Europeanisation. Furthermore, the paper complements existing critical discourse-based research by proposing an original framework for studying how intellectuals use their ‘discursive power’ to emphasise specific ideologies and values.

## References

- Burawoy, M. & Verdery, K. 1999. *Uncertain Transition: Ethnographies of Change in the Postsocialist World*. Lanham; Oxford: Rowman & Littlefield.
- Fraser, N. 1997. *Justice Interruptus: Critical Reflections on the "Postsocialist" Condition*. New York; London: Routledge.
- Karolewski, I. P. & Suszicky, A. M. (eds.). 2007. *Nationalism and European Integration: The Need for New Theoretical and Empirical Insights*. London: Continuum.
- Krzyżanowski, M. 2010. *The Discursive Construction of European Identities: A Multi-Level Approach to Discourse and Identity in the Transforming European Union*. Frankfurt, Oxford: Peter Lang.
- Malešević, S. 2001. “From 'organic' legislators to 'organicistic' interpreters: Intellectuals in Yugoslavia and post-Yugoslav states”. *Government and Opposition*, 37(1), 55-75.
- Pels, D. 2000. *The Intellectual as Stranger: Studies in Spokespersonship*. London: Routledge.
- Suny, R. G. & Kennedy, M. D. (eds.). 1999. *Intellectuals and the Articulation of the Nation*. Ann Arbor: University of Michigan Press.
- Wodak, R., de Cillia, R., Reisigl, M. & Liebhart, K. 2009. *The Discursive Construction of National Identity* (2nd ed.). Edinburgh: University Press.



## **The school metaphor scenario in Serbian EU accession discourse – a reflection of power asymmetry**

Nadežda Silašk (University of Belgrade) and Tatjana Đurović (University of Belgrade)  
silaskin@sbb.rs; tdjurovic@sbb.rs

Metaphors play an essential role in political and media discourses, which stems from their cognitive potential to become powerful markers of both group and national identities. Set against the backdrop of Serbia-EU relations and Serbia's EU accession process, the paper combines both a critical metaphor analysis (Charteris-Black, 2004) and a discourse analytic perspectives (Wodak, 2002; van Dijk, 2006; Semino, 2008), in an attempt to explore how metaphors develop their pragmatic role in media discourse with the aim of imparting evaluations that focus on the issue of power asymmetry and covert political and social exclusion. Adopting a qualitative approach to research, we analyse a data collection compiled from newspaper articles and other media texts available online to tackle the SCHOOL metaphor scenario (Musolff, 2006), as one of the ways of conceptualising Serbia's EU accession and the legitimisation of unequal power relations as a result.

The aim of the paper is twofold: (i) to show how the excerpted metaphorical expressions that center on the STRICT TEACHER/DISOBEDIENT STUDENT mapping are employed as a powerful vehicle of both positive self-representation and negative representation of the Other; (ii) to determine whether this asymmetry in relations between the EU and Serbia is becoming a tool of self-image and self-perception, i.e. whether participants in Serbian public discourse, by accepting the designated cognitive role of the student who keeps failing to do her homework, helps perpetuate marginalisation and inequality in Serbia/EU power relations.

The results of our qualitative analysis reveal how the metaphorical structuring of Serbia's EU accession via the SCHOOL metaphor scenario influences media construal of reality, foregrounding the evaluative preferences of the specific discourse community, which results in a further deepening of power asymmetries.

## **References**

- Charteris-Black, J. 2004. *Corpus Approaches to Critical Metaphor Analysis*. Basingstoke & New York: Palgrave Macmillan.
- Musolff, A. 2006. "Metaphor scenarios in public discourse". *Metaphor and Symbol*, 21(1), 23–38.
- Semino, E. 2008. *Metaphor in Discourse*. Cambridge: Cambridge University Press.
- Silaški, N. & Đurović, T. (in press). "One step forward, two steps back – Conceptualising the EU accession in Serbian and EU discourse". In: A. Musolff, F. MacArthur & G. Pagani (eds.), *Metaphor and Intercultural Communication*. London etc.: Bloomsbury Publishing.
- van Dijk, T. A. 2006. "Politics, ideology, and discourse". In: R. Wodak (ed.), *Elsevier Encyclopedia of Language and Linguistics, Volume on Politics and Language*. Amsterdam: Elsevier B.V., 728–740.
- Wodak, R. 2002. "What CDA is about – a summary of its history, important concepts and developments". In: R. Wodak & M. Meyer, (eds.), *Methods of Critical Discourse Analysis: Introducing Qualitative Methods*. Thousand Oaks and New Delhi: Sage Publications, 1-14.

**Academic Discourse Analysis (ADA): The Missing Link in the Study of Academic (Writing) Practices**  
Christine S. Sing (Vienna University of Economics and Business)  
Christine.Sing@wu.ac.at

Discourse is at the heart of the academic enterprise. Despite the growing acceptance of the role of discourse in academic (writing) practices, Academic Discourse Analysis (ADA) has a number of problems in use. Most research into student writing has tended to focus on genre analysis rather than studying discourse(s) in the wider context of the localised practices of academic communities. In particular, far too little attention has been paid to methodologies amenable to the study of discourse in language education.

This present study thus has two complementary aims. It proposes a new framework of ADA, which then serves to examine the academic (writing) practices of students of international business administration in their specific context of situation. The main issues addressed in this study are the 'context models' developed by these apprentice writers, assisting them in constructing their identities as business experts and adopting a writer's stance of consultants.

Drawing on a self-compiled specialised corpus of c. 1 million words, this present corpus-based analysis provides an in-depth study of student writing in the disciplines. In so doing, ADA will be introduced as an integral approach that conceives of discourse as a three-tiered concept: Discourse as language in co-text; discourse as language in a particular context of situation; discourse as social practice in academic communities. Methodologically, this layered account is reflected in a mixed-methods study relying on both computation and interpretation.

The close tracking of contextual factors will uncover the close interweaving of text and context, to the extent that what is distinctive about texts can only be determined within their particular institutional contexts. There is considerable evidence that institutional discourses exercise both empowering and constraining influences on the localised practices of academic communities such as the student community of practice concerned. Taken together, the results suggest that ADA is geared to provide the missing link in the study of academic practices in which students construct their identities of would-be business experts against the backdrop of conflicting institutional discourses.

## **The transculturation of hip hop pedagogy in India**

Jaspal Naveel Singh (Cardiff University)

SinghJN@cardiff.ac.uk

Hip hop culture has become a major cultural force, thriving in the urban spaces of all continents. In India, the uptake of the cultural forms of hip hop (breaking, rapping, graffiti writing and deejaying) has influenced the ways young people envision their lives and their aspirations. During ethnographic fieldwork in Delhi and Mumbai in 2013, I interacted with breakers, rappers and graffiti writers. Their accounts suggest that for them hip hop enabled them to develop skills, discipline, self-confidence and a positive and egalitarian attitude towards the world.

This empowering pedagogical aspect of hip hop has been recognized by scholars (Alim and Baugh 2006; Pennycook 2007), organic intellectuals (Bambaataa 2013; KRS One 2013), and pedagogists (Diaz, Fergus and Noguera 2011; Irby, Petchauer and Kirkland 2013). These works are usually concerned with American inner-city youths and their self-empowerment through hip hop and the application of hip hop in schools and university projects. More recently, and less taken notice of in the literature, there have been state-funded projects that are explicitly concerned with the promotion of hip hop in foreign countries, especially in the global south. For instance, during the Germany + India Year 2011-2012 ("Infinite Opportunities"), delegates from the German hip hop scene travelled to India to collaborate with the local scene and organise events in India. This didn't happen without criticism: several of my interviewees reported that these events gave rise to conflicts within the scene or that these events were merely intended for promotional purposes, excluding some actors, while promoting (and funding) others.

In my paper, this specific form of transcultural pedagogy will be discussed by analysing excerpts of my interviews with western hip hop ambassadors and members of the Indian scene. I will follow an enunciative approach (Ducrot 1984; Angermüller 2007) to detect the polyphonous voices and subject positions in our talk.

### **References**

- Alim, H. S. & Baugh, J. (eds.) 2006. *Talkin Black Talk: Language, Education and Social Change*. New York: Teachers College Press, Columbia University.
- Angermüller, J. 2007. *Nach dem Strukturalismus: Theoriediskurs und Intellektuelles Feld in Deutschland*. Bielefeld: Transcript.
- Bambaataa, A. 2013. *The Beliefs of the Universal Zulu Nation*. Available online (6/12/13): <http://www.zulunation.com/beliefs.html>
- Diaz, M., Fergus, E. & Noguera, P. 2011. *Re-Imagining Teaching and Learning: A Snapshot of Hip-Hop Education*. NYU Steinhart School of Culture, Education, and Human Development. Available online (06/12/13): [https://www.academia.edu/1088898/Re-imagining\\_Teaching\\_and\\_Learning\\_A\\_snapshot\\_of\\_Hip-Hop\\_Education](https://www.academia.edu/1088898/Re-imagining_Teaching_and_Learning_A_snapshot_of_Hip-Hop_Education)
- Ducrot, O. 1984. *Le Dire et le Dit*. Paris: Editions de Minuit.
- Irby, D. J., Petchauer, E. & Kirkland, D. 2013. "Engaging Black males on their own terms: What schools can learn from Black males who produce hip-hop". *Multicultural Learning and Teaching*, 8(2), 15-36.
- KRS One. 2013. *An introduction to Hip Hop*. Available online (6/12/13): <http://www.krs-one.com/temple-of-hip-hop/>
- Pennycook, A. 2007. *Global Englishes and Transcultural Flows*. Oxon: Routledge.

## **Linguistic ideologies in Hungarian Language Cultivation between the two world wars**

Balázs Sinkovics (University of Szeged)

sinkov@hung.u-szeged.hu

The Hungarian language community is strongly normative. Some linguists (e.g. Szabó 2007, Szabó 2012) who studied the linguistics beliefs and behavior in Hungary suppose that many language ideologies, misconceptions and prescriptive rules originated in the 1930s.

These two decades, e.g. the 1930s and 1940s, seem especially important in the history of Hungarian prescriptivism, because it became a widespread and popular movement. The prescriptivism and language cultivation introduced in education, when Jenő Pintér, the Superintendent of School in Budapest, decreed that all school in his school division had to make out a work plan of how they teach the language correctness.

The history of language cultivation and its appearance in school between the two world wars is not revealed in detail. Fábíán (1984) dealt only with the purifying of the language of sport in his monograph; Heltainé Nagy (2000) elaborated the language cultivation among writers. Sándor (2001) pointed out how the theory and practice of Hungarian language cultivation have changed following the changes of political ideas.

In my paper, I examine the journal *Magyarosan* (1932–1949) and some education and pedagogical journals' conceptions of language in the 1930s and 1940s. I demonstrate the language ideologies (e.g. linguistic protectionism, nationalism) which had a great influence on the teaching of language correctness.

Many prescriptive rules originated at that time, and many of them appear in the contemporary Hungarian speech community (see Kontra 2006). I examine how the language cultivators looked on standard Hungarian, what was their opinion about dialects, what pieces of advice they gave to the teachers. Finally, I give an overview of the most important language ideologies present in the works of the language cultivators.

These ideologies do not cover all ideologies and beliefs that existed in the whole speech community, but language guards tried to influence teachers and, through them, the pupils, thus affecting future generations.

### **References**

- Fábíán, P. 1984. *Nyelvművelésünk évszázadai*. Budapest.
- Heltainé Nagy, E. 2000. *Írói nyelvművelés Magyarországon a XX. század első felében. Ady Endrétől Illyés Gyuláig*. Budapest.
- Kontra, M. 2006. "A magyar lingvicizmus és ami körülveszi". In: K. Sipőcz & S. Szeverényi (eds.), *Elmélkedések népekről, nyelvekről és a profán medvéről. (Írások Bakró-Nagy Marianne tiszteletére)*. Szeged, 83-106.
- Sándor, K. 2001. "Nyelvművelés és ideológia". In: K. Sándor (ed.), *Nyelv, nyelvi jogok, oktatás. Tanulmányok a társasnyelvészeti tanításához*. Szeged, 153-216.
- Szabó, T. P. 2007. "A beszélő metanyelvi tudásának megismerése az anyanyelvi nevelés és a nyelvművelő tevékenység tervezésében". In: B. Sinkovics (ed.), *LingDok 6. Nyelvész-doktoranduszok dolgozatai*. Szeged, 167-188.
- Szabó, T. P. 2012. "Kirakunk táblákat, hogy csúnyán beszélni tilos". *A javítás mint gyakorlat és mint téma diákok és tanáraik metanyelvében*. Dunaszerdahely.

## **Otherization of Roma in Czech public discourse**

Tess **Slavickova** (SUNY/University of New York in Prague)

tslavickova@faculty.unyp.cz

The legislative norms that underlie civil society in modern democracies such as EU states mitigate against the deployment of media language that is obviously discriminatory or racist. However, studies in the UK and elsewhere (e.g. van Dijk, 2000; Teo, 2000; Baker et al, 2008) have shown that journalists can bypass these norms, using “under-the-radar” stylistic codes. As researchers, we should therefore be concerned that over-focusing on explicitly anti-minority codes that are easily discernible in “tabloid” media style may divert attention from more insidious forms that also permeate journalism and other public discourses, such as politics and online discussion forums. Exclusionary codes demand systematic critical analysis in any language. Although social and professional journalistic norms are subject to considerable variation across languages and cultures, relatively little attention, so far, has been paid to otherization in the Czech environment.

The linguistic analysis described in this paper considers rhetorical representations of actors, processes and actions in public discussion on “the Roma issue”, and demonstrates openly unethical practices in the mainstream media, as well as strategies used to obfuscate negative language that might be otherwise perceived as unethical and/or exclusionary.

Amongst these strategies, particular attention is paid to the duality of dysphemism and euphemism, in the sense that euphemistic lexis functions dysphemistically when it is perceived as encoded hate speech. At the micro-text level, dysphemism encompasses explicitly derogatory and usually proscribed naming strategies, as well as more common “acceptable” (i.e. legally or ethically permissible) stereotyping devices, but might also extend to inclusionary/exclusionary pronoun use, weak modality or stylistic features such as metaphor and cliché. These micro-forms in turn impact on larger textual features, becoming embedded and inconspicuous in news editorial and public narrative styles. Raising awareness of discriminatory specificities in the Czech language might, it is to be hoped, pave the way to more responsible journalism and public discussion of minorities in the Czech Republic.

## **References**

- Gabrielatos, C. and Baker, P. (2008) “Fleeing, Sneaking, Flooding: A Corpus Analysis of Discursive Constructions of Refugees and Asylum Seekers in the UK Press, 1996-2005”. *Journal of English Linguistics* Vol. 36 (1), 5-38.
- Teo, P. (2000) “Racism in the news: a Critical Discourse Analysis of news reporting in two Australian newspapers”. *Discourse & Society* Vol 1 (1), 7-49.
- van Dijk, T. (2000) “New(s) racism: A discourse analytical approach”. In: Cottle, S. (ed.), *Ethnic Minorities and the Media*. (33-49). Milton Keynes, UK: Open University Press.

**‘Don't call me European – I've never been to Europe!’ Identity politics in post colonial New Zealand**  
Philippa Smith (AUT University)  
philippa.smith@aut.ac.nz

A rejection by some white majority New Zealanders of the category of ‘European’ to describe their ethnicity in the 2006 census raises questions about how national identity is perceived in a country that has become increasingly multicultural in the last 60 years. Although British culture still remained at the core of New Zealand European identity, why was there a greater impetus by some at this time to seek out a true New Zealand identity or, as some see it, a majority group identity, by claiming ‘New Zealander’ as their ethnicity rather than ‘NZ European’?

This paper draws on the theoretical writings of sociologist David Pearson who takes an historical view of the challenges to majoritarian national narratives of antipodean societies that include “the demise of the British Empire ... [and] the rise of a neo-Europe, increasing racial and ethnic diversity and burgeoning regional, indigenous, and religious nationalisms, plus globalization and radical economic and political responses to the insecurities of a new world order” (2008, p.49). In this research I apply the discourse-historical approach of CDA (Wodak et al, 1999; Wodak & Meyer, 2009) to investigate the discourses surrounding people’s rejection of their European heritage based on these pivotal factors. Following a review of the historical emergence of a New Zealand national identity since the British first colonised the country in the 1800s, this paper uses a case study of a public online discussion about the 2006 census ethnicity question to explore people’s construction of identity in relation to European origins. It focuses on content, discursive strategies and linguistic features in the discussion that contributed to the construction of the nation’s identity. Two opposing discourses are identified and discussed – one that legitimises the use of ‘New Zealander’ as an ethnicity based on the premise that many people no longer feel a connection with Europe and in fact have never ‘been there’, while the other discourse views the claiming of ‘New Zealander’ by NZ Europeans for themselves to be a form of discrimination and subtle racism that marginalises other ethnic groups. The transformation of national identity is considered in the context of political rhetoric that called for New Zealanders to be more accepting of ethnic minority groups.

## References

- Pearson, D. 2008. “Reframing majoritarian national identities within an antipodean perspective”. *Thesis Eleven*, 95(November), 48–57.
- Wodak, R., de Cillia, R., Reisigl, M. & Liebhart, K. 1999. *The Discursive Construction of National Identity*. Edinburgh, Scotland: Edinburgh University Press.
- Wodak, R. & Meyer, M. 2009. “Critical discourse analysis: History, agenda, theory and methodology”. In: R. Wodak & M. Meyer (eds.), *Methods of Critical Discourse Analysis*. London, England: Sage Publications, 1–33.

## **‘Borne Back Ceaselessly Into the Past’: Script, Identity, and Minority Rights in Croatia**

Lelija Socanac (University of Zagreb)

lelijasocanac@yahoo.com

After a brief historical overview of the use of the Cyrillic vs. Latin script in Croatia resulting from changing power relations in different state and political systems that the country belonged to from the mid-19th century to the present, the paper will focus on current conflicts regarding the right to use the Cyrillic script in public domains in areas where members of the minority make up at least a third of the overall population. Legislative discourse as exemplified in the Constitution and the Constitutional Act on the Rights of National Minorities in the Republic of Croatia on the macro-level will be set against the micro-level news reports on local resistance to implement the existing legislation, and calls for a referendum to alter the legislative provisions with the aim of reducing the minority linguistic rights. Discourses about the Cyrillic script as an identity marker will be analyzed in terms of the opposition between ‘us’ and ‘them’, where the conflict potential is enhanced by linking the present-day attitudes to memories of the 1990’s war in Croatia. The analysis will focus on non-verbal structures in news reports, as well as on the lexicon, local and global meaning, schemata, syntax and rhetorical devices focusing attention on positive/negative information about Us/Them, constructed in terms of ethnic, cultural and political ‘othering’.

### **References**

- De Fina, A., Schiffrin, D. & Bamberg, M. (Eds.). 2006. *Discourse and Identity*. Cambridge: Cambridge University Press.
- Fairclough, I. & Fairclough, N. 2012. *Political Discourse Analysis*. London/New York: Routledge.
- Stevenson, P. & Carl, J. 2010. *Language and Social Change in Central Europe: Discourses on Policy, Identity and the German Language*. Edinburgh: Edinburgh University Press.
- Studer, P. & Werlen, I. (Eds.). 2012. *Linguistic Diversity in Europe: Current Trends and Discourses*. De Gruyter Mouton.
- Šarić, L. et al. (Eds.). 2010. *Contesting Europe’s Eastern Rim: Cultural Identities in Public Discourse*. Bristol, Buffalo, Toronto: Multilingual Matters.
- Thomson, E. & White, P. R. R. (Eds.). 2008. *Communication Conflict: Multilingual Case Studies of the News Media*. London: Continuum.
- Van Dijk, T. 2008. *Discourse and Power*. Palgrave Macmillan.
- Wodak, R. et al. 2009. *The Discursive Construction of National Identity*. Edinburgh: Edinburgh University Press.

## **Q methodology as a Tool for Dialogic Accounting**

Matthew **Sorola** (Victoria University of Wellington)

Matthew.Sorola@vuw.ac.nz

Q methodology (QM) helps identify the discourses people use to make sense of complex and contested issues. The use of QM in discourse analysis is relatively new, but is increasingly being used across a range of disciplines to identify and analyse streams of discourse surrounding a central topic. Accounting is one such discipline that has begun to explore the use of QM in qualitative analysis. However, in doing so, these investigations have only ever assessed the usefulness of QM based on its ability to address managerial issues (Massingham, 2012). While QM no doubt provides advantages for data gathering and analysis, its usefulness as a methodology is by no means bound to managerial application in accounting research.

Within the broader accounting discourse, Dialogic Accounting (DA) is a position that views accounting “as a vehicle with the potential to foster democratic interaction rather than a set of techniques to maximize shareholder wealth and construct ‘governable’ others” (Brown, 2009, p. 317 citing Miller & O’Leary, 1987) to this position is the recognition of ‘the political’ in accounting, and a need to create forms of accounting that “are more receptive to the needs of a plural society; one that is ‘multi-voiced’ and attuned to a diversity of stakeholders’ values and interests”(Brown, 2009:317). The aim of this paper is to illustrate how QM can be used as a tool by proponents of DA to identify, evaluate and engage with marginalized perspectives within the broader accounting discourse. To this end, this paper first discusses the underpinnings of both QM and DA so as to illustrate the alignment between the methodology and theory. This connection is then expanded upon to propose how the addition of QM to DA proponents ‘toolbox’ of research methods can ultimately assist in the development of DA research.

## **References**

- Brown, J. 2009. "Democracy, sustainability and dialogic accounting technologies: Taking pluralism seriously". *Critical Perspectives on Accounting*, 20(3), 313–342. doi:10.1016/j.cpa.2008.08.002
- Massingham, P. R. 2012. "Q methodology: is it useful for accounting research?". *Qualitative Research in Accounting & Management*, 9(1).
- Miller, P. & O’Leary, T. 1987. "Accounting and the construction of the governable person". *Accounting, Organizations and Society*, 12(3), 235–265. doi:10.1016/0361-3682(87)90039-0



## **Discourse of patients presenting Medically Unexplained Symptoms (MUS) in a Polish primary care setting: a critical approach**

Agnieszka Sowińska (Nicolaus Copernicus University)

sowinska@umk.pl; agnessis@gmail.com

Patients with Medically Unexplained Symptoms (MUS), which present mental disorders without organic explanation, are an important diagnostic and therapeutic problem in primary care. There are no satisfactory theories explaining the cause of this phenomenon and there is no effective management of this group of patients (cf. Rief and Broadbent 2007). The main hypothesis is that MUS patients' discourse hinges upon specific verbal and non-verbal behaviours, which often impede doctor-patient interaction. For example, in terms of narrative structure, these patients will tend to use a thematic rather than a chronological development of symptoms (cf. Elderkin-Thompson et al. 1998); in terms of content – 'lifeworld agenda' will prevail (cf. Mishler 1984; Barry et al. 2001); in terms of activities – denial of the diagnosis, auto-diagnosis and non-compliance. This causes doctors' irritation and impatience (cf. Czachowski et al. 2012; Sowińska 2014).

Communication between doctors and patients is one of the major research areas in discourse analysis (cf. Sarangi and Roberts (eds) 1999; Wodak 2006). It has also been within the scope of Critical Discourse Analysis (e.g. Fairclough 1989; Wodak 1996; Galasiński 2011). However, linguistic explorations of this area in Poland are scant. The objective of this paper is to show how Critical Discourse Analysis can enhance the study of doctor-patient interaction. This paper draws on the results obtained in a pilot study of doctor-patient interviews with MUS patients, conducted in a Polish primary care setting. It will focus especially on the patients' accounts of illness, their strategies of coping with uncertainty and stigmatization.

### **References**

- Barry, C. A., Stevenson, F.A., Britten, N., Barber, N. & Bradley, C.P. 2001. "Giving voice to the lifeworld. More humane, more effective medical care? A qualitative study of doctor-patient communication in general practice". *Social Science & Medicine*, 53, 487–505.
- Czachowski, S., Piszczek, E., Sowińska, A. & Hartman, T.C. 2012. "Challenges in the management of patients with medically unexplained symptoms in Poland: a qualitative study." *Family Practice*, 29(2), 228-234.
- Elderkin-Thompson, V., Silver, R.C. & Waitzkin, H. 1998. "Narratives of somatizing and non-somatizing patients in a primary care setting". *Journal of Health Psychology*, 3, 407–428.
- Galasiński, D. 2011. "The patient's world: discourse analysis and ethnography". *Critical Discourse Studies*, 8(4), 253-265.
- Mishler, E.G. 1984. *The Discourse of Medicine: Dialectics of Medical Interviews*. Norwood, N.J.: Ablex.
- Rief, W. & Broadbent E. 2007. "Explaining medically unexplained symptoms – model and mechanisms". *Clinical Psychology Review*, 27, 821–41.
- Sarangi, S. & Roberts, C. (eds.). 1999. *Talk, Work and Institutional Order: Discourse in Medical, Mediation and Management Settings* (Language, Power and Social Process Series). Berlin: Mouton de Gruyter.
- Sowińska, A. 2014. "'I must do everything to eliminate my negative attitude': Polish general practitioners' emotions toward patients with medically unexplained symptoms". In: F. Baider & G. Cislaru (eds.), *Linguistic Approaches to Emotions in Context*. Amsterdam/Philadelphia: John Benjamins, 309-329.
- Wodak, R. (Ed.). 1996. *Disorders of Discourse*. London: Longman.
- Wodak, R. 2006. "Medical discourse: doctor-patient communication". In: K. Brown (ed.), *Encyclopaedia of Language and Linguistics*, Vol.7. Oxford: Elsevier, 681-687.

### **(Mis)Understanding Sexual Distress: Deconstructing Human Sexuality Textbooks**

Monika **Stelzl** (St. Thomas University), Brittany **Stairs** (St. Thomas University) and Victoria **Kirkby** (St. Thomas University)

stelzl@stu.ca; norikohbqv@stu.ca; gndjv@stu.ca

In this paper, we explore the construction of sexuality knowledge in North American human sexuality textbooks. Adopting feminist constructionist and critical discourse frameworks (e.g., Crawford & Marecek, 1989; Jackson & Weatherall, 2010; van Dijk, 2001), we argue that both sexualities and knowledge are socially constructed via historical and cultural contexts and are mediated by power and language. In our research, as guided by critical discourse analysis, we examine conceptualizations of sexual distress. In particular, we focus on identifying the dominant as well as the absent/marginalized discourses involved in labelling and defining sexual distress. So far, medical discourse has emerged as the principal discourse with respect to labelling as well as defining sexual distress. For example, the American Psychiatric Association's Diagnostic and Statistical Manual of Mental Disorders (i.e., the DSM; 2000) was relied on extensively in defining sexual distress. Alternative conceptualizations, such as the New View of Women's Sexual Problems (Kaschak & Tiefer, 2001), were largely missing. Acknowledgment of subjective experiences of sexual distress was also marginalized. We discuss the implications of the overrepresentation of biomedical discourses and the underrepresentation of alternative conceptualizations regarding sexual distress for the understanding of sexual distress and, ultimately, of human sexuality. If students of human sexuality, who learn from the textbooks that we examined, are led to believe that sexuality knowledge is objective rather than shaped by culture, power, and language, their subjective experiences as well as their general understanding of sexual distress can become uncritically intertwined with the institutionally privileged and legitimized biomedical discourse of sexual distress. In conclusion, we call for increased critical examination of conceptualizations of distress as well as expanded representations of human sexualities in current North American survey-level sexuality textbooks.

### **References**

- American Psychiatric Association. 2000. *Diagnostic and Statistical Manual of Mental Disorders* (4th ed.). Washington, DC: American Psychiatric Association.
- Crawford, M. & Marecek, J. 1989. "Feminist theory, feminist psychology: A bibliography of epistemology, critical analysis, and applications". *Psychology of Women Quarterly*, 13, 477-491.
- Jackson, S. & Weatherall, A. 2010. "The (im)possibilities of feminist school based sexuality education". *Feminism & Psychology*, 20, 166-185.
- Kaschak, E. & Tiefer, L. (eds.). 2001. *A New View of Women's Sexual Problems*. New York: The Haworth Press, Inc.
- van Dijk, T. A. 2001. "Critical discourse analysis". In: D. Schiffrin, D. Tannen & H. E. Hamilton (eds.), *The Handbook of Discourse Analysis*. Malden, MA: Blackwell, 352-371.

## **The media doping of a nation during the tennis doping affair**

Strahinja R. **Stepanov** (University of Novi Sad)

straxstepanov@yahoo.com

**BACKGROUND OF THE EVENT** - In the late autumn of 2013, in Belgrade (Serbia), as the "whole nation" prepared for the final of Davis Cup (in which the Czech Republic defeated Serbia 3-2 and successfully defended 2012 trophy), the *doping affair* (that was exposed and unwrapped in the late summer) reached its climax. The whole affair (whose main protagonist was the second most popular Serbian tennis player) was used - in its peak - to mobilize Serbian nation and to "remind" Serbian people that the Serbs were "regularly, though completely wrongfully," in the last 20 years accused and depicted as the 'bad guys' by West.

**HYPOTHESIS OF THE PAPER** - In this paper the author will try to show how media-sport discourse extends beyond "pure" sport journalism. Sport journalism is being utilized to transcend sport reporting and to send all kinds of cultural, political and psychological markers, which are supposed to boost and consolidate national/ethnic identity.

**METHODOLOGY** - For my data analysis, I adopt the discourse-historical and partly Fairclough's (relational-dialectic) approach in CDA. I analyze several newspapers and internet portals and the way they used to report on these issues (ca. 30 newspaper and internet articles). Main foci are – strategies of positive self-presentation and the negative presentation of others, referential strategies, predication strategies and argumentation strategies

**EXPECTED OUTCOMES** - I expect to find the results confirming the ideological power that media sport has in generating, reinforcing and disseminating national identity.

## **References**

Fairclough, N. 1989. *Language and Power*. NY: Longman.

Fowler, R. 1985. "Power". In: T. A. Van Dijk (ed.), *Handbook of Discourse Analysis*. Academic Press, 61-82.

Gee, J. P. 1990. *Social Linguistics and Literacies*. London: Falmer Press.

Halliday, M. A. K. 1978. *Language as Social Semiotics*. London: Oxford University Press.

Reisigl, M. & Wodak, R. 2001. *Discourse and Discrimination: Rhetorics of Racism and Antisemitism*. London: Routledge.

## **Migrants as agents of change? The discourse on migration and development**

Laura **Stielike** (Free University Berlin)

Laura.Stielike@fu-berlin.de

The image of migrants as agents of change has become integral part of the dominant discourse on migration and development in international organizations and the development community. Through remittances, circular migration and diaspora projects migrants are expected to further the development of their countries of origin. Following Michel Foucault's *Archeology of Knowledge*, I will conduct a discourse analysis of documents on migration and development published by initiatives and institutions such as the Global Forum on Migration and Development, the Joint Migration and Development Initiative, the European Commission and the German Ministry of Development. Employing Foucault's concept of *governmentality*, I will analyse these documents as fragments of a discourse of governance. Based on Foucault's definition of *governmentality* I will ask: What is seen as the target of governance in the field of migration and development? What is the principal form of knowledge used and promoted in this field? What is proposed as the essential technical means of governance when it comes to furthering development through migration? What forms of subjectification are taking place when migrants are held responsible for the provision of public goods in their countries of origin? I will show that within the discourse striving for development is constructed as every migrant's duty. Yet, the migrants' personal development, the reasons for departing, as well as difficult living conditions in receiving countries lie beyond the limits of the utterable. Drawing on Foucault's analysis of human capital theory and his notion of "entrepreneur of the self" I will argue that many migrants today are put in the position of development entrepreneurs for their countries of origin, whereas the states' responsibility for development diminishes. Using the example of Cameroonian migrants in Germany I will show that immigration law and institutional racism interfere with the discursive "responsibility to develop". By contrasting the institutional discourse on migration and development with interview material from Cameroonian migrants in Germany I will further examine to which extent the discourse of governance and the experiences of migrants match and where conflicting perspectives emerge.

## Seit heute früh wird zurückgeschrieben – Interdiscursivity and Intertextuality in Political Comics of the Far Right

Maria Stopfner (Universität Innsbruck)

Maria.Stopfner@uibk.ac.at

In 2009, the most influential parties of the far right in Austria and Germany, the FPÖ (Freiheitliche Partei Österreichs) and the NPD (Nationalistische Partei Deutschland), turned to the genre of political comics in order to bring their ideology home to a young audience. These comics, “Der blaue Planet” (“The Blue Planet”; FPÖ-Bildungsinstitut 2009) and “Enten gegen Hühner” (“Ducks against Chicken”; JN 2009), are prime examples for the “calculated ambivalence” of far right discourse (Engel/Wodak 2009), as – due to legal constraints and the necessity to maintain an eligible appearance – the official political parties of the far right are forced to dress their extremist messages in ambiguous, yet legal terms. Adding to recent studies on the ideological substructure of comics in general (among others McKinney 2011, van Leeuwen/Suleiman 2010, Costello 2009), the analysis will focus on interdiscursivity and intertextuality as main strategies to enable diverging ways of understanding in comics of the far right (see also Forchtner/Wodak 2014). In order to describe the different layers of meaning, the textual and pictorial allusions presented in “Der blaue Planet” and “Enten gegen Hühner” will be analysed in relation to other texts, images and genres as well as with regard to interdiscursive relations reverting to broader concepts of knowledge, such as collective memory (cf. Fix 2000, Janich 2008, Reisigl/Wodak 2001, Kristeva 1967, Holthuis 1993, Halbwachs 1950). The results of the qualitative analysis indicate two codes depending on the reader’s prior knowledge and, thus, two different ways of understanding: The naïve reader will simply enjoy the adventures of a superhero fighting evil and will be taught a moral lesson by the horrific fable of ducks against chicken; the far right initiate, however, will interpret these comics as political pamphlet and will rejoice in working out the neo-fascist allusions as evincing proof of him/her being one of the chosen few that get the “true” extremist meaning (see also Schwarz-Friesel 2003).



FPÖ-Bildungsinstitut. 2009. *Der blaue Planet*. HC's KampfJunge Nationaldemokraten (JN) (eds.). 2009. *Der große für Freiheit gegen eine zentrale EU*. [online]. Available: <[Kampf. Enten gegen Hühner. Eine fabelhafte Geschichte von Intrige, Propaganda und Zerstörung](http://www.fpoe.at/). [online] Available: <[http://www.npd.de/inhalte/daten/dateiablage/comic/jn\\_entengegenhuehner.pdf](http://www.npd.de/inhalte/daten/dateiablage/comic/jn_entengegenhuehner.pdf)> [14.12.2011].

Available: <[http://www.npd.de/inhalte/daten/dateiablage/comic/jn\\_entengegenhuehner.pdf](http://www.npd.de/inhalte/daten/dateiablage/comic/jn_entengegenhuehner.pdf)> [29.8.2011].

## References

- Costello, M. J. 2009. *Secret Identity Crises. Comic Books and the Unmasking of Cold War America*. London/New York: Continuum.
- Engel, J. & Wodak, R. 2009. “Kalkulierte Ambivalenz, “Störungen” und das “Gedenkjahr”: Die Causen Siegfried Kampl und John Gudenus”. In: R. De Cilia & R. Wodak (eds.), *Gedenken im “Gedenkjahr”: Zur diskursiven Konstruktion österreichischer Identitäten im Jubiläumsjahr*. Innsbruck: Studienverlag, 79-100.
- Fix, U. 2000. “Aspekte der Intertextualität”. In: K. Brinker et al. (eds.), *Text- und Gesprächslinguistik. 1. Halbband (= HSK 16.1)*. Berlin, New York: de Gruyter, 449-457.

- FPÖ-Bildungsinstitut 2009. *Der blaue Planet. HC's Kampf für Freiheit gegen eine zentrale EU*. Online available at: < <http://www.fpoe.at/> > [14.12.2011].
- Halbwachs, M. 1950. *La mémoire collective*. Paris: P.U.F.
- Holthuis, S. 1993. *Intertextualität. Aspekte einer rezeptionsorientierten Konzeption*. Tübingen: Stauffenburg.
- Janich, N. 2008. "Intertextualität und Textsortenvernetzung". In: N. Janich (ed.), *Textlinguistik. 15 Einführungen*. Tübingen: Narr, 177-196.
- Junge Nationaldemokraten (JN). 2009. *Der große Kampf. Enten gegen Hühner. Eine fabelhafte Geschichte von Intrige, Propaganda und Zerstörung*. Online available at: <[http://www.npd.de/inhalte/daten/dateiablage/comic/jn\\_entengegenhuehner.pdf](http://www.npd.de/inhalte/daten/dateiablage/comic/jn_entengegenhuehner.pdf)> [29.8.2011].
- Kristeva, J. 1967. "Bachtine, le mot, le dialogue et le roman". *Critique*, 23, 438-465.
- McKinney, M. 2011. *The Colonial Heritage of French Comics*. Liverpool: Liverpool UP.
- Palandt, R. (Ed.). 2011. *Rechtsextremismus, Rassismus und Antisemitismus in Comics*. Berlin: Archiv der Jugendkulturen Verlag.
- Reisigl, M. & Wodak, R. 2001. *Discourse and Discrimination. Rhetorics of Racism and Antisemitism*. London, New York: Routledge.
- Schwarz-Friesel, M. 2003. "„Damit Sie auch heute noch kraftvoll zuhören können". Zur kommunikativen und kognitiven Funktion intertextueller Markierungen in der aktuellen Werbung". *Sprachtheorie und germanistische Linguistik*, 13(1), 3-24.
- van Leeuwen, T. & Suleiman, U. 2010. "Globalizing the local: the case of Egyptian superhero comic". In: N. Coupland (ed.), *The Handbook of Language and Globalization*. Oxford: Wiley-Blackwell, 232-254.
- Wodak, R. & Forchtner, B. 2014. "Embattled Vienna 1683/2010: right-wing populism, collective memory and the fictionalisation of politics" (in print). *Visual Communication*, 13(2).

## Assignment of responsibility in educational texts for diabetic citizens

Jeanne **Strunck** (Aalborg University)

strunck@cgs.aau.dk

Most leaflets and booklets about nutrition, exercise and wellbeing meant for diabetic citizens reflect a shift from the perception of being a patient to the perception of being citizen and consumer on a health market where the citizen has the responsibility for his own health. In written texts as well as during conversations between health professionals and diabetic citizens, changes of lifestyle is often the topic, and studies suggest that these conversations are often “drenched with implicit moral judgements, claims, and obligations” (Heritage & Lindström 1998 in Dillon 2011: 211).

The paper addresses this issue, demonstrating how the perception of the citizen’s responsibilities in relation to health brings into focus the motivation for empowerment in written texts. Based on the discursive analysis (Fairclough 1992, 1995, 2003) of written texts meant for ethnic Danish and minority ethnic Danish citizens published by The Danish National Board of Health and the Danish Diabetes Society, the analysis studies how the voices represented in the texts leave available particular identities, positions and power related roles associated with interests and values that represent aspects of the perceived reality of specific groups (Introna & Pouloudi 1999). The results suggest that some of them may be framed to promote particular cultural, social and economic interpretations of specific societal groups (Kitzinger 2007; Strunck 2013) and point to differences in relation to text genre and discursive and rhetorical strategies between texts for ethnic Danes and for minority ethnic Danes, but to similarities in regards to implicit presentations of responsibility.

## References

- Dillon, P. 2011. “Moral accounts and membership categorization in primary care medical interviews”. In: S. Sarangi (ed.), *Communication and Medicine*. 8(3). Sheffield: Equinox, 211-221.
- Fairclough, N. 1992. *Discourse and Social Change*. Cambridge: Polity Press.
- Fairclough, N. 1995. *Critical Discourse Analysis*. Harlow: Longman.
- Fairclough, N. 2003. *Analysing Discourse: Textual Analysis for Social Research*. London/NY: Routledge.
- Heritage, J. & A. Lindström. 1998. “Motherhood, medicine, and morality: Scenes from a medical encounter”. *Research on Language and Social Interaction*, 31, 397-438.
- Introna, D. L. & A. Pouloudi. 1999. “Privacy in the Information Age: Stakeholders, Interests and Values”. *Journal of Business Ethics*, 22, 27-38.
- Kitzinger, J. 2007. “Framing and Frame Analysis”. In: E. Devereux (ed.), *Media Studies. Key Issues and Debates*. London: Sage.
- Strunck, J. 2013. “Stakeholder positions in educational booklets meant for diabetic ethnic minority citizens”. In: R. Cancino (ed.), *Professional Communication in Society*. Aalborg University Press.

## **Newspaper language use as the outcome of inner struggle: A resurrection of the imperial honorifics *hogyo* at the passing of Emperor Showa in 1989**

Noriko Akimoto **Sugimori** (Kalamazoo College)

sugimori@kzoo.edu

Much media discourse analysis research still uses only published data, such as newspaper articles, as objects of analysis. However, recent research pays more attention to the inside workings within the media (Cotter 2011). Considering that Wodak and her associates have tried to integrate much background information systematically into the analysis (Wodak 2011 among others) in Discourse Historical Analysis to Critical Discourse Analysis, this is a welcoming trend.

This paper analyses discourses of imperial honorifics—linguistic encodings of the Japanese imperial family members' high status—in Japanese newspapers in the years surrounding the passing of Emperor Showa (Hirohito) in 1989. Imperial honorifics were used for the Japanese emperor in newspapers. Since the early twentieth century, the rightwing extremists' bloody attacks of the press upon catching a mistake in honorific use have been continuing and, therefore, honorific use in media is political and ideological.

Most imperial honorifics were simplified in the post-World War II period. However, in reporting Emperor Hirohito's passing in 1989, most Japanese newspapers "resurrected" the imperial honorific *hogyo* (majestic death), a reactionary wartime language use when the emperor was a "living" divinity. When analyzed using newspaper articles only, this "resurrection" may appear to be a reflection of Japan's nationalism (Sugimori 2008).

However, being guided by the Japan Federation of Newspaper Workers' Unions, which aims for equal language use, newspaper workers' oppositions to the newspaper honorifics continued. Although the newspaper administration suppressed the workers' opposition, their discourse served as a springboard to a subsequent discontinuation of other newspaper honorifics from the 1990s onward. This delayed influence of the workers' discourse on newspaper language use provides insight into the analysis of the macro and the micro in discourse analysis. By analyzing newspaper articles reporting the emperor's death, articles in the Newspaper Workers' Unions bulletin, and interviews with individuals who were involved in decisions regarding honorific use in newspapers, as well as newspapers' style manuals, my analysis also demonstrates a close connection between language ideology and political ideology.



## **A genealogy of meritocratic inequality in Singapore's education system**

Nadira **Talib** (The University of Queensland)

Nadira.Talib@uqconnect.edu.au; nadiratalib@gmail.com

The education policy in Singapore draws together principles of equality of opportunity and streaming to promote success. The 1979 policy was designed to promote, and explicitly claimed to, reward those who work hard (Wong 2000: n.p.) through a 'streaming' mechanism in which different abilities and capacities can be identified, nurtured and appropriately allocated for the benefit of a growing Singapore. Paradoxically, while the education system claims to implement meritocratic ideals, previous studies and statistics released by the MOE from 1987 to 2011 indicate that Malay students in Singapore have been underperforming when compared to other ethnic groups (MOE 2012c; 1997). This enduring trend raises the question of whether it is possible that a whole ethnic group is somehow less able to be educated, and more importantly, questions if being less educable is inbuilt into the system. If this argument is correct, the rhetoric of meritocracy belies the manifestation of systemic inequality; i.e. that the policy of meritocratic streaming in Singapore is systematically 'unmeritocratic'. To investigate this seeming contradiction between the rhetoric and practice of equal educational opportunity, this study conducts a preliminary analysis on the 1979 policy report which legitimized streaming based on recognizing different capabilities of learners. In examining this policy development, the study is situated in a combination of Foucault's perspective and Critical Discourse Analysis (CDA) as a way of understanding the "regime of truth" (Foucault 1980: 131) that made possible capability-based identity constructs in the original policy. Preliminary analysis suggests that complex relations between capability recognition, ethics, and justice set the conditions necessary for identifying particular types of learners. These conditions legitimized unequal opportunities to knowledge access.

### **Textbooks and the New Economy: a CDA Analysis**

Grace **Tham Wei Ping** (Ministry of Education, Singapore)

grace\_tham\_wei\_ping@moe.edu.sg

Singapore is one country that takes globalization seriously. To survive as a nation, it has to plug into the global economy and embrace globalization totally. Not surprisingly, education is a resource mobilized for the reproduction of human capital for the new economy. This paper gives an instance of how education prepares Singapore students for the global economy by examining how the English Language textbook is used as a vehicle for the cultivation of language skills for the new economy. Using Critical Discourse Analysis (CDA) as a theoretical and analytical framework, I will analyze the ideologies represented in an officially-approved English Language textbook, as well as how students and teachers are constructed by the text. Through the analysis of the grammatical, lexical and sequencing choices in the textbook, I will argue that the language of late capitalism has infiltrated the discourse of schooling, in particular, English Language education in Singapore. Significantly, the pedagogical benefits of a CDA-informed analysis of textbooks will be discussed.

## **University Experience in Words and Pictures: the Professional and Institutional Discourse Interface**

Renáta **Tomášková** (University of Ostrava)

Renata.Tomaskova@osu.cz

The areas of both professional and institutional discourse have gone through certain substantial changes during the last two decades – changes grounded not only in the development of social values and society but also in the technologization of communication bringing about new genres, challenging the traditional contrasts between oral and written medium and opening the doors to interactivity and multimodality in previously monologic and dominantly verbal discourses. Educational and research institutions are supposed to present themselves to the public, show the positive impact they have on the local and global environment and compete for clients or for prospective students, which has led to the colonization of professional and institutional genres with promotional features.

Drawing upon the author's long-term research into the generic features of university internet presentations the paper attempts to provide an insight into the ways universities employ multimodal elements to advertise the academic experience, research-informed teaching and research results, attracting prospective students. The research is anchored in the methodology of genre analysis (Martin, Iedema, Bhatia, Swales, Santini) and multimodal discourse analysis related to Hallidayan Systemic Functional Linguistics (Lemke, O'Halloran, Kress, van Leeuwen). The study aims to reveal the ways the interplay of the verbal, visual and audiovisual modes realizes the ideational, interpersonal and textual component of the discourse, how it conveys meanings and helps to achieve the communicative goals. The research is based on the corpus of electronic material from British, North American and Czech university websites. The corpus design does not only provide material for a study of this novel or emerging web genre but also enables a cross-cultural comparison to be made.

## **Culinary discourse and globalisation: an example of Slovenia**

Ana **Tominc** (Queen Margaret University)

ana\_tominc@yahoo.fr

The focus of this paper is the representation of 'new' middle class lifestyle as represented in selected contemporary Slovene cookbooks, produced by TV celebrities Luka and Valentina Novak as a side-product of their TV shows. Even though such cookbooks are often termed 'lifestyle cookbooks', they are here referred to as *celebrity* cookbooks; all cookbooks advocate a certain lifestyle, as they represent tastes and manners of a particular group.

This study is placed in the framework of critical analysis of discourse. By comparing and contrasting samples of texts from two sets of cookbooks belonging to two periods (pre-1990; post- 2000) I point towards discursive transformations in terms of topics as well as representation of social actors and food that are a result of the influence of the global lifestyle discourses advocated by celebrity chefs such as Jamie Oliver. Such 'recontextualization' of the discourse can be understood as a process which occurs as a result of a relationship between external entities which need to be recontextualised, relocated into new contexts (Fairclough 2006: 34). In this sense, colonisation and appropriation can be seen as a form of globalisation/localisation (Chouliaraki and Fairclough 1999).

While the general characteristics of this lifestyle/discourse relate to the current global chefs' discourse about food ('local', 'organic' and 'home-made' etc.), this talk will also discuss localisation of this discourse to the Slovene context and the discursive attempt to justify the call for a change in culinary practices of the Slovenes.

# **Critically exploited figurative utterance: *Home-gorosi* or backhanded compliment in political discourse**

Tomonori Okubo (Kansai University, Japan; Ecole des Hautes Etudes en Sciences Sociales, France)

tomonori@kansai-u.ac.jp

This paper tries to examine a specific case of backhanded compliment in discourse: *home-gorosi* (Japanese), a strategy used in political discourse, as a specific case of ironic utterance, from the standpoint of Argumentative polyphony theory (APT) (Carel 2011).

APT is a French origin theory of speech act/event (*énonciation*), according to which utterances are realised by bringing semantic contents into discourse. What is specific in the theory is that an utterance is, figurative or not, considered to be composed of plurality of *voices* brought into discourse. Irony, for the theory, is realised by a content *conceived* by the speaker, but not *endorsed* by him/her, contrary to ordinary non-figurative utterance for which a *conceived* content is generally *endorsed* (Ducrot 2010).

With these theoretical tools, this paper explores a specific case of ironic utterance, *home-gorosi*, meaning, “kill by praise”.

- (1) There exists something more precious than our lives and our health! We are pro-nuclear and we support absolutely the Liberal Democratic Party!

This example is quoted from an anti-governmental extreme left activist’s campaign slogans. We figure out instantly that this praiseful utterance is a case of vitriolic irony by praising excessively its target. The efficiency of this typical *home-gorosi* resides in that the speaker gives the first part of this utterance, representing a blatantly unacceptable opinion, as the voice of the target of irony, in this case LDP. At the same time, the second part of this utterance must consist of a content conceived by the speaker, as the sentence meaning show it clearly, but the context prepared in the first part does not allow to consider that its content is endorsed by the speaker. It is in this way that APT depicts irony with its theoretical apparatus for describing utterance in general.

It will be claimed also in this paper that the key point in *home-gorosi* discourse resides in the fact that there is theoretically observable ambiguity for distinguishing the two contrastive attitudes in discourse: irony and politeness. APT can give appropriate explanation to this point by introducing the notion of gradualness, which will make clear how this ambiguity is exploited critically in *home-gorosi* discourse.

## **References**

- Carel, M. 2011. *L’Entrelacement argumentatif. Lexique, discours et blocs sémantiques*. Paris : Éditions Honoré Champion.
- Ducrot, O. 2010. “Ironie et négation”. In: Atayan, V. & U. Wienen (ed.), *Ironie et un peu plus – Hommage à Oswald Ducrot pour son 80ème anniversaire*. Berne, Peter Lang, 169-179.
- Grice, H.P. 1967 [1989]. *Studies in the Way of Words*. Cambridge: Harvard University Press.
- Leech, G. 1983. *The Principle of Pragmatics*. New York: Longman Group Limited.
- Sperber, D. & D. Wilson. 1986. *Relevance: Communication and Cognition*. Blackwell, Oxford.
- Wilson, D. 2006. “The pragmatics of verbal irony: Echo or pretence?”. *Lingua*, 116, 1722-1743.

## **“I wouldn’t call myself a feminist.” Identity disclaimers and ideological dissociation in debates on gender equality in Internet forums**

Eva **Trieb**l (Karl-Franzens-University Graz)

eva.triebl@uni-graz.at; evatriebl@hotmail.com

Disclaimers are clauses that explicitly position speakers in relation to the content of the immediate (e.g. current turn) or wider co-text (a whole text or interaction) and commonly take the form *I am not an X* or variants of this. Disclaimers are not only used to help speakers distance themselves from inherently negative attitudes such as racism or sexism (represented by the notorious move *I am not a racist/sexist but...*) but are also frequently used in debates around gender equality – even by women who evidently support feminist ideas – to disclaim association with ideas felt to be subsumable under feminism. This raises the question of why speakers seek to dissociate themselves from an idea which – one might assume – is nowadays commonly acknowledged as good and important. On the one hand, this certainly stems from the notoriety of the ‘F-word’, which has taken on a range of negative connotations in times of an oft criticized feminist backlash. On the other hand, the discursive dissociation from categories considered to be collective can be seen as speakers’ attempts to emphasize their individuality and ‘authenticity’ and thus reflects a broader phenomenon of late modern identity construction, which is based on differentiation and individualization rather than on affiliation with what is felt to be group-based (if not school-based) ideologies.

This paper presents an analysis of disclaimers used in gender debates. The study is based on a corpus of 500 threads from Internet discussion forums containing explicit feminism disclaimers. The study draws on the theoretical frameworks of CDA and Interactive Sociolinguistics and will methodologically employ a combination of qualitative in-depth analysis with quantitatively oriented corpus linguistics.

## **A critical multimodal analysis of Chinese university online introductions**

Wenchao Sara Tu (University of Sydney)

wenchao.tu@sydney.edu.au

With the rise of Web media, an increasing number of genre studies have examined digital genres. Most of these studies, however, focus either on the analysis of multimodality or on critical discourse analysis of verbal language. A critical multimodal analysis of digital genres has been conducted much less (van Leeuwen, 2013). Studies of this kind could help us to uncover the meaning making process of multimodal communication and understand how ideologies are disseminated in social, cultural, and political contexts (Machin, 2013).

In order to provide a better understanding of culture-specific differences in the way that Chinese universities present themselves on their webpages in Chinese and in English, this study employed a critical multimodal approach to examine multimodal design elements and strategies employed in this web-mediated genre for different target audiences. A corpus of 40 Chinese universities' webpages was examined from both a reading dimension and a navigation dimension (Askehave & Nielsen, 2005). Relations between the choices of design elements and socio cultural contexts were also analyzed. These analyses were supplemented by interviews with people inside the universities who were responsible for producing the texts.

The study shows that the web-mediated university introduction is a genre not only for delivering information, but also (and more importantly) for persuading. Universities shifted their web design strategies to meet the values and expectations of the different target audiences. A context-sensitive, audience-oriented multimodal style was, thus, applied in the introduction webpages. The information revealed in the study can be incorporated into future multimodal, intercultural communication and media studies.

## **References**

- Askehave, I. & Nielsen, A. E. 2005. "Digital genres: A challenge to traditional genre theory". *Information Technology & People*, 18(2), 120–141.
- Machin, D. 2013. "What is multimodal critical discourse studies?" *Critical Discourse Studies*, 1–9.
- Van Leeuwen, T. 2013. "Critical analysis of multimodal discourse". In: C. A. Chapelle (ed.), *The Encyclopedia of Applied Linguistics*. London: Blackwell, 4002–4006.

## **Affect and argumentation in multimodal news narratives: Civic voices and participation in online financial discourse**

Yrjö **Tuunanen** (Aalto University) and Heidi **Hirsto** (Aalto University)

yrjo.tuunanen@aalto.fi; heidi.hirsto@aalto.fi

The recent financial crises create new challenges for economic citizenship. With international organizations imposing conditions on nation states, it is increasingly difficult for citizens to influence the economic and political conditions of their lives. As a response, scholars have highlighted the need for civic culture, which ideally is, according to Dahlgren (2000), collective meaning making that “entails a capacity to see beyond the immediate interests of one’s own group.”

In this paper, we take a perspective of civic participation to analyze financial discourse in the online news media. We analyze captioned photo galleries of anti-austerity protests as an example of emerging multimodal narrative practices in contemporary online news media. The main objective of the study is to discover what kinds of stories about civic culture the captioned photo galleries evoke and make available. How do their narrative structures offer space for citizens’ views of the causes of the financial crises? Do they support the preconditions of civic culture, or, by contrast, cut down the possibilities of citizens for true debate on economic and social change?

The research draws on Ryan’s (2007, 2014) definition of four constituents of a story: a spatial, a temporal, a mental, and a formal and pragmatic constituent. In this research, we evaluate how these constituents manifest in captioned photo galleries. As part of the mental constituent, we highlight the interplay of emotion and reason, affect and argumentation, as important and intertwined sources of moral and political awareness and action (e.g. Goodwin, Jasper & Polletta, 2001; Chouliaraki, 2008). Furthermore, we analyze how the narrative constituents work to construct and implement the preconditions for civic culture (Dahlgren, 2011): knowledge, values, trust, spaces, practices and skills, and identities. The analysis sheds light to the ways in which the narrative structures of captioned photo galleries, through their characteristic orchestration of narrative resources, work to facilitate or hinder civic participation in economic discourses in online news media.

## **References**

- Chouliaraki, L. 2008. “The media as moral education: Mediation and action”. *Media, Culture & Society*, 30(6), 831-852.
- Dahlgren, P. 2000. “The Internet and the Democratization of Civic Culture”. *Political Communication*, 17(4), 335-340.
- Dahlgren, P. 2011. “Young Citizens and Political Participation: Online Media and Civic Cultures”. *Taiwan Journal of Democracy*, 7(2), 11-25.
- Goodwin, J., Jasper, J. M. & Polletta, F. (eds). 2001. *Passionate Politics. Emotions and Social Movements*. Chicago: The University of Chicago Press.
- Ryan, M.-L. 2014. “Narration in Various Media”. *The Living Handbook of Narratology*. (<http://www.lhn.uni-hamburg.de/>).
- Ryan, M.-L. 2007. “Toward a Definition of Narrative”. In: D. Herman (ed.), *The Cambridge Companion to Narrative*. Cambridge: CUP, 22–35.



## **The Dislocation of the Republican Discourse on Secularism? From the ‘Turkish-Islamic Synthesis’ to the Emergence of the AKP**

Gonenc Uysal (King's College London)

gonenc.g.uysal@kcl.ac.uk; gonencuysal@gmail.com

Secularism has constituted one of the core characteristics of the Turkish Republic since 1923. The understanding of secularism and its relationship with Islam was reconstituted and the military's role was reformulated as a ‘guardian’ of the Republic. The discursive construction of secularism became one of the main sites of contestation with regard to civil-military relations. This paper views the coup of 1980 and subsequent articulation of a ‘Turkish-Islamic Synthesis’ into the state discourse by both the military and the political elites as a historical disruption. It examines the discursive construction of the ‘Turkish-Islamic Synthesis’ and draws its theoretical framework from the post-structural discourse approach as well as from Critical Discourse Studies.

The interactions between domestic and international structures, and the political elites and the military, are accepted as mutually constitutive and historically contingent. During the Cold War, the political elite understood Turkey's position as an ally to the West and communism as a threat. The junta of 1980 and the succeeding political elite formulated binary oppositions between ‘leftism’ as a threat and ‘moderate Islamism’ as a bulwark against ‘anarchy’ and ‘the communist threat’. The articulation of a ‘Turkish-Islamic Synthesis’ into the state discourse resulted in the partial fixing of secularism around the nodal points of ‘morality based on Sunni Islam’ and ‘repressive Turkish nationalism’. The disruption of the coup of 1980 started to dislocate the Republican understanding of secularism and paved the way for the emergence of the *Adalet ve Kalkınma Partisi* (AKP), whose discourse of ‘conservative democracy’ carries references to ‘moderate Islam’.

This paper examines public speeches, parliamentary proceedings and government programmes during the period of the legislative debate over the Constitution of 1982. It also considers the introduction of mandatory religious education in public schools and the military, the National Culture Report and the establishment of the junta government in 1980 and the civilian government in 1983. This paper concludes with insights on the AKP's discourse by examining the party and government programmes, and public speeches for election campaign in 2002.

## **Constructing female-friendliness: a multi-perspective analysis of excerpts from the 2012 US Presidential debates**

Manon **van der Laaken** (University of Amsterdam)  
m.vanderlaaken@uva.nl

In this paper I will be investigating a number of devices by which presidential candidates Barack Obama and Mitt Romney try to manage audience involvement in answering a question on a “feminist issue” in the second presidential debate in the 2012 race for the US presidency. The sub-audience this section of the debate is aimed at is the female part of the electorate. Consequently, the speakers are expected to try to construct an image of female-friendliness in their answers, to achieve maximum involvement and approval with the women in the audience. The question is: “In what new ways do you intend to rectify the inequalities in the workplace, specifically regarding females making only 72 percent of what their male counterparts earn?” Although the question is very specific and concrete, neither of the candidates answers it fully. Instead, they briefly talk about matters relating to the question, after which they try to weave in their main campaign messages. In their answers, both speakers rely heavily on anecdotes and the recounting of past successes, but there are significant differences in the ways they use these discursive tools. This paper will show the systematic character of these differences, and how this reflects the speakers’ attitudes towards women and their political stances. In my analysis of the transcription of the speakers’ answers, I will be making use of Van Leeuwen’s Social Actor model (1996), Tannen’s work on audience involvement (1989) and Van Dijk’s toolkit for Critical Discourse Analysis (2001, 2006a, 2006b).

### **References**

- Tannen, D. 1989. *Talking Voices*. Cambridge: CUP.
- Van Dijk, T. A. 2001. “Multidisciplinary CDA: a Plea for Diversity”. In: R. Wodak & M. Meyer (eds.), *Methods of Critical Discourse Analysis*. London: Sage, 95-120.
- Van Dijk, T. A. 2006a. “Discourse and Manipulation”. *Discourse & Society*, 17(2), 359-383.10
- Van Dijk, T. A. 2006b. “Ideology and Discourse Analysis”. *Journal of Political Ideologies*, 11(2), 115-140.
- Van Leeuwen, T. 1996. “The Representation of Social Actors”. In: C. R. Caldas-Coulthard & M. Coulthard (eds.), *Texts and Practices: Readings in Critical Discourse Analysis*. London & New York: Routledge, 32-70.

### **Institutional academic discourse in Italian universities' websites**

Marco **Venuti** (Università degli Studi di Napoli Federico II) and Chiara **Nasti** (Università degli Studi di Napoli Federico II)

venuti@unina.it; chiara.nasti@unina.it

The present paper is part of a wider project involving researchers from different fields (linguistics, multimodality, university governance studies and economics) aiming to assess the level of internationalization and integration of European universities and in particular of Italian universities within the regulatory framework set by the Bologna Process.

The Bologna Declaration, with its focus on a common European higher education area, has encouraged trends to teach courses exclusively in English, has promoted students and staff mobility and has forced universities to change and implement reforms at a local, national and European level. In order to comply with this international regulatory framework, European universities had to change the way they communicate and disseminate information through the web by using English as Lingua Franca, which has found in the academia a breeding ground (Mauranen 2010).

The corpus under examination is the acWac-EU corpus which is a collection of Irish, British and Maltese universities' websites and European universities' websites in English. The corpus was developed by some scholars of the University of Bologna through the web-as-a-corpus method and is itself part of a larger project (Bernardini & Ferraresi 2013).

A previous study (Venuti & Nasti 2013) conducted on the corpus has proved that native universities use a more descriptive, promotional language with a focus on students' needs while European universities seem to be more interested in universities' matters and in the internationalization process without considering students' concerns. Within this framework, the present paper confines its analysis to the Italian case in order to investigate to what extent these universities use English only to comply with the international rules or they are actually interested in entering the European High education system, addressing and attracting a greater number of international students. This paper wants to explore whether Italian universities are competing at a global level or are just providing a mere web-mediated translation of their curricula and activities.

### **References**

- Bernardini, A. & Ferraresi, S. 2013. "The academic Web-as-Corpus". In: S. Evert, E. Stemle & P. Rayson (eds.), *Proceedings of the 8th Web as Corpus Workshop*, 53-62.
- Biber, D. 2006. *University Language. A Corpus-based Study of Spoken and Written Registers*. John Benjamins Publishing Company.
- Mauranen, A. 2010. "Features of English as a lingua franca in academia". *Helsinki English Studies*, 6, 6-28.
- Venuti, M. & Nasti, C. 2013. "Institutional Academic Discourse in European Universities' websites" paper presented at the *CLAVIER 13 Conference on Discourse in and through the Media*, University of Modena, 6-8 November 2013.

## Disentangling child protection practices in the Netherlands

Tessa Verhallen (Utrecht University)

t.l.verhallen@uu.nl

Family dramas and insufficient interventions that were undertaken on a voluntary basis with so-called multi-problem families contributed to the recent increasing number of child protection interventions in the Netherlands (Berends et al., 2010; Pijnenburg, 2010; De Boer and Van Montfoort, 2010). In 2011 there were 51,326 children placed under supervision (Youth Care Netherlands, 2011). (An increase of 30,897 (151%) compared to the number in 2002 (Statistics Netherlands, 2011).) Due to little knowledge of how child protection interventions are carried out in practice (Pithouse, 1998; Hall and Slembrouck, 2009) a thirty-month ethnographic study of 'multi-problem families' aims to disentangle child protection interventions. Particular groups, such as single-mother families, are identified as being at risk and therefore in need of social support in the Netherlands (Van Nijnatten, 2007; Buysse et al., 2010).

Fieldwork was conducted among thirty Dutch and Dutch Curaçaoan single-mother families with multiple problems, of which seventeen are subjected to child protection measures. The researcher observed more than seventy encounters between family guardians and single mothers during e.g. home visits, court hearings and supervised meetings. The study also included interviews, narratives, case files and written reports. Through integrating a critical discourse analysis of child protection interactions within the ethnographic study it was possible to examine the phenomena of child protection, institutional intervention practices and (non-)discursive aspects in child protection interactions. I argue that in understanding the modalities of child protection practices and their effects on single-mother families different micro-and macro-level contexts have to be studied (Van Dijk, 2006; Krzyżanowski, 2011).

Analysis of empirical data shows that the needs of single mothers are in almost all cases inadequately addressed. The mothers are instead treated as 'multi-problematic', 'not capable' or 'a risk'. My data reveal how deficit-based reasoning underlies child protection decision-making processes of e.g. family guardians and how labeling and power (re)producing asymmetries play a major role in child protection processes. A downward spiral of miscommunication and distrust characterize the relationships between family guardians and mothers, often leading to ineffective child protection interventions. (With this I mean that it is less likely that the full parental authority is restored, which is the legal aim of a supervision order (Article 1: 257 of the Dutch Civil Code).) The data indicate that cooperation, a positive relationship and an agreed plausible explanation for the families' situation are crucial in determining whether a family guardian recommends for restoring the full parental authority and family reunification.

## References

- Berends, I., Campbell, E., Wijgergangs, E. & Bijl, B. 2010. *Bescherming Bekeken: Een onderzoek naar ontwikkelingen en regionale verschillen in het aantal ondertoezichtstellingen en machtingen uithuisplaatsing*. PI Research/ WODC.
- Buysse, W., Hilhorst, N. & Broeders, A. 2010. *Gezinsbegeleiding in vrijwillig en gedwongen kader: eindrapportage*. DSP group under the authority of Ministry of Justice and WODC, Amsterdam.
- De Boer, R. 2008. *De ondertoezichtstelling: een beschrijving van het wettelijk kader voor gezinsvoogden*. Van Montfoort, Woerden.
- Hall, C. & Slembrouck, S. 2009. "Communication with parents in child welfare: Skills, language and interaction". *Child and Family Social Work*, 14(4), 461–470.
- Krzyżanowski, M. 2011. "Ethnography and critical discourse analysis: towards a problem-oriented research dialogue". *Critical Discourse Studies*, 8(4), 231-238.
- Pijnenburg, H. 2010. *Zorgen dat het werkt [Making sure that it works]*. Intreerede HAN, Nijmegen.
- Pithouse, A. 1998. *Social Work: The Social Organisation of an Invisible Trade*. Ashgate, Basingstoke.
- Statistics Netherlands. 2011. [www.cbs.nl](http://www.cbs.nl)
- Van Dijk, TA. 2006. "Discourse, context and cognition". *Discourse Studies*, 8(1), 159–77.
- Van Nijnatten, C. 2007. "The discourse of empowerment: a dialogical self-theoretical perspective on the interface of person and institution in social service settings". *International Journal for Dialogical Science*, 2(1), 337-359.
- Youth Care Netherlands. 2011. [http://www.nji.nl/nl/Jeugdzorg\\_Brancherapportage\\_2011.pdf](http://www.nji.nl/nl/Jeugdzorg_Brancherapportage_2011.pdf)

## **Language ideologies in news and social media: a comparison of articles with online commentary and retweets**

Rachelle Vessey (Newcastle University)

rachelle.vessey@newcastle.ac.uk

When inspectors from the *Office québécois de la langue française* (OQLF) objected to the use of the word “pasta” in a Montreal restaurant in February 2013, a backlash in news and social media erupted internationally. The story was chronicled in over 350 newspaper articles across 14 countries and online the hashtag #pastagate was salient. Ensuing pressure led to the resignation of the OQLF head Louise Marchand and a revision of OQLF language complaint procedures; the so-called “Pastagate” story has also contributed to mounting negativity towards the province and its language.

This paper uses cross-linguistic corpus-assisted discourse studies (Vessey, 2013) to examine language ideologies within a corpus of online news articles, their online commentary, and retweets of the stories (i.e. posts citing the news story on Twitter) from Canada, the United States, the UK, and France. The data are compared across countries, genres (i.e. comparisons of articles, commentary, and Tweets), and languages (i.e. comparison of English and French data), and results reveal similarities between national and international English-medium representations in news and social media. More specifically, preliminary findings reveal that neoliberal assumptions of “benign neglect” (Patten and Kymlicka, 2003) underpin the negative representations of the French language and French speakers. Since the Canadian Senate Committee on Official Languages (2012) recently acknowledged that social media pose new challenges for language rights but failed to note the consequences of linguistic representations (i.e. language ideologies) within such media, this paper highlights the extent to which dominant, transnational language ideologies in online forums can have direct implications for linguistic minorities in the off-line world of nation-states.

## **References**

- Patten, A. & Kymlicka, W. 2003. In: W. Kymlicka & A. Patten (eds.). *Language Rights and Political Theory*. Oxford: Oxford University Press, 1-51.
- Senate Committee on Official Languages. 2012. *Internet, New Media, and Social Media: Respect for Language Rights!* Available: <http://www.parl.gc.ca/Content/SEN/Committee/411/OLLO/rep/rep05oct12-e.pdf>
- Vessey, R. 2013. “Challenges in cross-linguistic corpus-assisted discourse studies”. *Corpora*, 8 (1), 1-26.

**Is there something like socialist food? A critical discourse analysis of food consumption directives in the Slovenian life-style magazine *Naša Žena***

Andreja **Vezovnik** (University of Ljubljana) and Tanja **Kamin** (University of Ljubljana)  
andreja.vezovnik@fdv.uni-lj.si

The aim of the paper is to explore the relationship between discourses on food consumption directives and changes in the Slovenian national identity. The research explores the Slovenian socialist and early post-socialist period from 1949 until 1991. The findings are based on the Critical Discourse Analysis (Fairclough, Wodak) of texts (recipes, food columns and practical suggestions for housekeeping and cooking, articles on food topics, and ads for food and kitchen technologies) published in the main lifestyle magazine of the time - *Naša Žena* (*Our Woman*). Being the oldest women's magazine still published today, *Naša Žena* allowed us to follow changes throughout the period of socialism from 1949--when Yugoslavia strove for independent industrialization and a socialist democracy--to 1991, when Slovenia started its secession from Yugoslavia. The paper explores how in the first period of socialism modern cooking propagated the use of technology and products of the food industry in order to support the socialist program for a rapid modernization. Promoting the idea of saving time and broadly introducing products of the food industry built the myth of a politically active and economically self-sufficient woman, who was, above all, still a caring housewife and mother. This is compared to the second period starting in the 1980s, when, due to an economic and political crisis, the utopian vision of "self-managing socialism" started to melt. The myth of socialist modernization had to be replaced with a powerful alternative. Therefore, *Naša žŽena* started following Western society by introducing novelties in food preparation - e.g., organic food and macrobiotics - was necessary to familiarize the reader with the ongoing social changes and to assume a critical position vis-à-vis the abovementioned modernization process. However, the new Slovenian identity was mainly discovered in traditional pre-socialist food that became complementary to green ideology.

**‘Around here we have mainly two problems, bears and Gypsies’: the construction of the fear of brown bears in the Slovenian mass media**

Branislava Vičar (University of Maribor)

branislava.vicar@um.si

In this paper I examine the discourse about brown bears in Slovenia manifested in media reporting (including multi-modal media) by using the Discourse Historical Approach to Critical Discourse Analysis (Wodak 2001, 2004, 2008) combined with visual grammar (Kress & Van Leeuwen 1996, 2001). The main focus is on the discursive macrostrategies of positive self- and negative other-presentation, as presented in Reisigl and Wodak (2001). There are two prejudicial (speciesist) macro-topoi employed in the brown bear discourse: the topos of disadvantage ('brown bears are harmful for cattle breeding') combined with the topos of threat ('they are frightening and dangerous to humans'), which provide the legitimization of oppression and killing of brown bears and make them seem inevitable and therefore justified. The construction of the brown bears as threatening to others happens through the transformation of the victim-victimiser relationship, where animals are the victims of the exploitation of breeders, into the victim-predator relationship, where animals bred by humans are presented as the victims of the bears and the breeders are misleadingly presented as their protectors.

Brown bears in Slovenia have been coupled with the Roma as 'a problem' (Sibley 2003). With this attributive qualification they are both simultaneously labeled as unwanted, unacceptable and inherently deviant. In the second section of the paper, I introduce the examples of the complementary exclusions of an ethnic group and a species. The analysis reveals the same discursive elements and strategies employed to construct the fear of the brown bears and the Roma, which are tightly knit with nationalism.

## **How American mothers see French fathers: motherhood and fatherhood discourses in intercultural parenting books**

Patricia von Münchow (Université Paris Descartes, Sorbonne Paris Cité)

pvmuenchow@noos.fr

Following the global bestseller *Bringing up Bébé. One American Mother Discovers the Wisdom of French Parenting* (Druckerman, Pamela, New York, The Penguin Press, 2012), a series of books have been published by North American lifestyle journalists who are or have been raising a child or children in France or in a “French context” and are reflecting on the foreign parenting style(s) they have been witnessing. These books seem to belong to a relatively new hybrid genre, which could tentatively be called “the intercultural parenting book.” They are at once parenting guidebooks, travel memoirs, intercultural memoirs/guidebooks, food guides, lifestyle guides and analytical manifestoes on American-style mothering.

Within the theoretical framework of Cross-Cultural Discourse Analysis, in the tradition of French Discourse Analysis, I examined a series of discursive procedures in these books in order to identify self and other-representations of motherhood, fatherhood, and parent-child relationships. More precisely, I tried to answer the following questions: How do the North American authors represent themselves, other American mothers and French mothers, individually as well as collectively? What kind of representation do they construct of American and French fathers respectively, again individually and collectively?

The results of the study show that depending on their nationality, fathers can be seen as sources of wisdom, more or less clumsy or even clueless assistants or quasi-adolescents or simply as being absent from the child-rearing process. Mothers may be represented as overanxious and guilt-ridden, trusting nobody but themselves, or as being calm and self-assured and ready to share parental responsibility with public institutions.

The results of the analysis were finally confronted with the outcome of an earlier contrastive study of French and US-American parental guidebooks in order to discover if representations were the same or different, which ones were explicitly mentioned in what can be considered metadiscourse and which ones were more implicit or even unconscious.



### **Institutional Language Ideology**

Júlia Vrábl'ová (Slovak Academy of Sciences)

juliav@juls.savba.sk; jvrablova@gmail.com

The paper deals with the linkage of the Slovak language and Slovak nation as is articulated by the institutional discourse (as the one balancing between juridical and political kind of discourse). There is an Act on Slovak language in Slovak legislation and hence a very great need to define language expressly. It has appeared as a strict language scheme which consists of terms like language regularities, language rules, the “laws of language”. In an effort to demark the correct expressions from the wrong ones and then, in addition, to justify sanctions for violation of the Law on the “state language” (literal translation of the term official language), the simple model and norms are needed.

Institutions work with the concept definition of language, based on a very specific ideology “systemism”. Language is considered as a structure of clearly decidable grammar and lexical rules, even the language practise is contrary in numerous cases. The author does an analysis on this official language ideology and stresses the exact cases when the “system of language rules” has been used for refusal of some language users' requests (petition of right to change the name of village, women ask to have a right to choose their surname asw). The paper is an analysis of such kinds of attitudes articulated by the office-bearers at the ministries, with an aim to identify pseudo-linguistic claims as an expression of social power.

It is a part of discourse analysis research on the Slovak language ideology (the author's dissertation thesis). In the thesis, the author focuses on the moments in which the society is divided by the concept of language and how the language has been defined as a criterion. The aim is to recognize and distinguish “they-groups” (enemy groups) involved by the discourse creators – stressing different roles of language and different concept of language norm/normativity. The paper does an analysis of the current situation and changes on the time scale as well (since the 19th century), and is a comparison of the concept of language in dependence on the social actors (social power).

## Discourses of 'engagement': Neoliberalism as biopolitics in Singapore

Csilla **Weninger** (Nanyang Technological University)  
csilla.weninger@nie.edu.sg

The notion of engagement has figured prominently in Singaporean public and political discourse in the last ten years. Policies and initiatives aimed at engaging the public seem to have further intensified since the 2011 general elections that saw an unprecedented drop in electoral support for the ruling party that has been in power since 1959. Whether it is touted as a key principle undergirding education such that “every student an engaged learner” (Heng 2012); whether it is invoked in discussions about the need for the government to ‘reach out’ to people through government-controlled online and offline forums, or whether it surfaces in calls on Singaporeans to volunteer more, the rhetoric of engagement permeates much public discourse emanating from the political elite. In this presentation, I first highlight lexico-grammatical characteristics of this discourse, drawing on a corpus of 300 political speeches and newspaper articles from Singapore and using a synergetic approach that combines corpus linguistic techniques with critical discourse analysis (Baker et al., 2008; O’Halloran, 2009; Weninger, 2010). I then problematize the discourse of engagement from two interrelated angles. I argue that on the one hand, engagement aids the neoliberal refashioning of citizen subjects who volunteer their time and effort (i.e., ‘get engaged’) to solve social issues which as a result no longer require state intervention. On the other hand, I discuss engagement from the vantage point of biopolitics (Foucault 1975-76/2003) and argue that government rhetoric and initiatives aimed at ‘engaging’ citizens can be understood as biopolitical interventions whose goal is to regulate political participation in Singapore.

### References

- Baker, P., C. Gabrielatos, M. Khosravinik, M. Krzyżanowski, T. McEnery & R. Wodak. 2008. “A useful methodological synergy? Combining critical discourse analysis and corpus linguistics to examine discourses of refugees and asylum seekers in the UK press”. *Discourse & Society*, 19(3), 273–306.
- Heng, S.K. 2012. *Creating our future, through our National Conversation*. Speech delivered at the National Day Rally on 26 August, 2012, at the University Cultural Center, National University of Singapore. Retrieved from <http://www.moe.gov.sg/media/speeches/2012/08/26/speech-by-mr-heng-swee-keat-mi.php>
- Foucault, M. 1975–76/2003. *Society Must Be Defended: Lectures at the Collège de France 1975–76*. London: Penguin.
- O’Halloran, K. 2009. “Inferencing and cultural reproduction: a corpus-based critical discourse analysis”. *Text & Talk*, 29(1), 21–51.
- Weninger, C. 2010. “The lexio-grammar of partnerships: Corpus patterns of facilitated agency”. *Text & Talk*, 30(5), 591–613.

## **Metaphors of the Egyptian Political Situation in Egyptian News Headlines 2012-2013**

Wesam Ibrahim (Tanta University)

wesam.ibrahim@edu.tanta.edu.eg

Metaphors are an instrument of social control (Fairclough, 1989:36, 37) that the media have at their disposal. The aim of this paper is to examine metaphors in newspapers headlines from a discourse analytical perspective, focusing particularly on revealing the persuasive effects of metaphors in political discourse. Metaphor can be seen as a powerful tool for creating subtly persuasive messages in the news (Charteris Black, 2004; Santa Ana, 1999). It “define[s] reality ... through a coherent network of entailments that highlight some features of reality and hide others” (Lakoff and Johnson, 1980:157). “[T]he choice of metaphor vehicle can itself be a rhetorical move” since “the way we describe an event to ourselves, often, in effect, creates our attitude towards it” (Ritchie, 2006:147).

This paper will look at metaphorical patterns in the headlines of the news articles relating to the Egyptian political situation in the period from January 2012 to October 2013. These news articles were published by nine Egyptian newspapers, namely, Al-Ahram Al-Araby, Al-Ahram Al-Messai, Al-Ahram and Al-Ahram Weekly, Al-Akhbar, Al-Gomhouria, Al-Masry Al-Youm, Al-Messa, Sawt Al-Balad, and Watani. It should be noted that these newspapers are written in Standard Arabic and are targeted at the non expert reader and consequently their content is generally easily accessible.

My paper, which takes a qualitative angle, will explore the functions of metaphors in news discourse, i.e. pursuing the question of the effect of using a particular metaphorical expression in the headline in a particular context. I will adopt a bottom up approach in searching for metaphorically used words (Pragglejaz Group, 2007), i.e. not presuming specific conceptual metaphors, which would likely reduce bias towards finding precisely the linguistic expressions that match the preconceived mapping.

The cognitive linguistic definition of metaphor as a cross-domain mapping will be used as a framework to describe and analyse the Arabic linguistic forms of metaphor. Insights gained from this study can then feed back into Conceptual Metaphor Theory and Critical Discourse Analysis.

### **References**

- Charteris-Black, J. 2004. *Corpus Approaches to Critical Metaphor Analysis*. New York: Palgrave MacMillan.
- Fairclough, N. 1989. *Language and Power*. London: Longman.
- Lakoff, G. & Johnson, M. 1980. *Metaphors We Live By*. Chicago: University of Chicago.
- Pragglejaz Group, 2007. “MIP: A Method for Identifying Metaphorically Used Words in Discourse”. *Metaphor and Symbol*, 22(1), 1–39.
- Ritchie, L. D. 2006. *Context and Connection in Metaphor*. Palgrave Macmillan Ltd, Basingstoke, England.
- Santa Ana, O. 1999. “‘Like an animal I was treated’: Anti-immigrant metaphor in US public discourse”. *Discourse & Society*, 10(2), 191-224.

## **Legitimizing parenthood: Discursive struggle and conflicting subject positionings**

Gustav Westberg (Stockholm University)

gustav.westberg@su.se

Parenthood is something which concerns a great deal of people, but motives as to why parenthood ought to be practiced in particular ways shift between different historical, ideological and situational contexts. This paper presents an analysis of how different kinds of parenthood are being represented and legitimized (van Leeuwen 2008) in wide spread nonfictional texts in Sweden from the end of the 19<sup>th</sup> century until the mid-20<sup>th</sup> century. The main purpose of the study is to show how parenthood, as a social construct, is constituted by different and potentially conflicting subject positions, i.e. ways of being.

As stated by Baxter (2003), subject positions constitute identities and are made available by the particular discourses operating within a given context, and according to van Leeuwen (2008) legitimations link legitimating discourses to discursive representations of social practices, when posing answers to questions such as *Why should we do this in this way?* An analysis of legitimation can thus be described as a tool for detecting textual instances of interdiscursivity, which in turn can reveal ongoing discursive struggles and conflicts. By combining van Leeuwen's notions of legitimations with Baxter's notions of identity, it furthermore becomes possible to investigate what subject positions the operating and interrelated discourses enact, and what aspects of power these enable. In other words, the combination of van Leeuwen's and Baxter's ideas offers a possibility to pinpoint the heterogeneity and plurality of identity features that relates to and constitute parenthood in texts.

In the paper I will present some main results from an ongoing study, based on a comparative analysis of magazines and brochures which thematize parenthood, published during two time periods: 1870-1875 and 1940-1945. Representations of parenthood are always gender differentiated; they mainly concern motherhood and enable maternal subject positions. Drawing on *Feminist Post-Structuralist Discourse Analysis* (Baxter 2003) the paper shows how legitimized representations of motherhood construe more or less powerful subject positions and how these are connected to Lutheran discourses, discourses of patriotism and emancipation, and also scientific expert discourses.

## **References**

- Baxter, J. 2003. *Positioning Gender in Discourse: A Feminist Methodology*. Basingstoke: Palgrave Macmillan.  
van Leeuwen, T. 2008. *Discourse and Practice. New Tools for Critical Analysis*. New York: Oxford University Press.

## **From ethnic *Othering* to interethnic accommodation: a multi-perspectival research approach**

Susana **Widyastuti** (Macquarie University) and Christopher N. **Candlin** (Macquarie University)  
susanauidyastuti@yahoo.com; christophercandlin@gmail.com

The concept of ethnic *othering* (Holliday, Hyde, & Kullman, 2010; Riggins, 2007) has gained importance in the relevant literature on discourse and ethnicity and in particular in those studies addressing Chineseness in Indonesia (e.g. Aguilar, 2001; Heryanto, 1998; Hoon, 2006). The context of this paper is the situation faced by the ethnic Chinese who for a number of reasons, and for some considerable time, have been ideologically constructed as aliens in Indonesia. This paper addresses issues surrounding social change, from ethnic *othering* to interethnic accommodation, arising from the dynamic interethnic relations between the Chinese Indonesian Other and the Indonesian Self. It discusses how an institutionally and interactionally grounded analysis of relevant discourses can provide evidence of positive interethnic accommodation which may lead to a reduction in the negative effects of such ethnic *othering*. Given the multidimensionality of its theme, such research highlights the need to incorporate different and distinctive perspectives involving relevant transdisciplinary theories. Here a multi-perspectival approach to discourse analysis (Candlin & Crichton, 2011, 2013; Crichton, 2010), with its key argument for methodological interdiscursivity (Scollon, 2000), is valuable as a means of addressing the research problem from different perspectives, drawing on relevant data and appropriate methodological tools.

We argue specifically for the relevance of incorporating institutional and participant perspectives in a mixed methods approach drawing on relevant methodologies from discourse analysis, ethnography and social psychology, informed by the theory and practice of Critical Discourse Analysis (CDA) (Fairclough, 1989, 1992, 1995, 2010) as an overarching research theme. In doing so, we explore the extent to which descriptive, interpretive and explanatory accounts of official documents, interview and focus group data, together with social psychologically motivated survey data, can contribute to appraising the potential for such interethnic accommodation.

## **References**

- Aguilar, F. V. 2001. "Citizenship, inheritance, and the indigenizing of "Orang Chinese" in Indonesia". *Positions: East Asia Cultures Critique*, 9(3), 501-533.
- Candlin, C. N. & Crichton, J. (Eds.) 2011. *Discourses of Deficit*. Basingstoke: Palgrave Macmillan.
- Candlin, C. N. & Crichton, J. (Eds.) 2013. *Discourses of Trust*. Basingstoke: Palgrave Macmillan.
- Crichton, J. 2010. *The Discourse of Commercialisation*. Basingstoke: Palgrave-Macmillan.
- Fairclough. 1989. *Language and Power*. London: Longman.
- Fairclough. 1992. *Discourse and Social Change*. Cambridge: Polity Press.
- Fairclough. 1995. *Critical Discourse Analysis*. Longman: London.
- Fairclough. 2010. *Critical Discourse Analysis: The Critical Study of Language* (2nd ed.). London: Longman.
- Heryanto, A. 1998. "Ethnic Identities and Erasure: Chinese Indonesians in Public Culture". In: J. S. Kahn (ed.), *Southeast Asian Identities*. Singapore: Institute of Southeast Asian Studies, 95-114.
- Holliday, A., Hyde, M. & Kullman, J. 2010. *Intercultural Communication. An Advanced Resource Book for Students*. London: Routledge.
- Hoon, C.-Y. 2006. "Assimilation, multiculturalism, hybridity: The dilemmas of the ethnic Chinese in post-Suharto Indonesia 1". *Asian Ethnicity*, 7(2), 149-166. doi: 10.1080/14631360600734400
- Riggins, S. H. (Ed.). 2007. *The Language and Politics of Exclusion: Others in Discourse*. Thousand Oaks: SAGE.
- Scollon, R. 2000. "Methodological Interdiscursivity: An Ethnographic Understanding of Unfinalizability". In: S. Sarangi & M. Coulthard (eds.), *Discourse in Social Life*. London: Longman, 138-154.

## **Funding Charities - a Question of Responsibility**

Bob Wilkinson (Coventry University)

lsx062@coventry.ac.uk

Global charities make their presence visible through a range of semiotic configurations that have become increasingly sophisticated and influential. With fluctuations in charitable behaviour since the global recession impacting upon the funds that organisations such as Oxfam and Save the Children are able to secure, it has become increasingly necessary for charities to become savvier in the ways they engage with people in the wealthiest nations.

My research into this area focuses upon two intersecting dimensions:

Firstly, I consider the use of the internet as both an alternative and a supplement to traditional linear texts (mail shots and other paper-based artefacts)

For the second intersecting domain, I approach the ways viewing audiences are positioned as implicitly responsible for the fortunes of people and communities in places as far afield and Sierra Leone, Syria, The Philippines, and Southern Sudan.

My paper combines two approaches:

1. I examine multimodal discourses to explore how the messages that charities project are constructed across linear boundaries. This is manifested inter-textually and inter-discursively, and provides some insight into the preferred reading paths that leading and embedded web pages offer. The work of Bednarek and Caple (2012) - examination of image as icon and evaluation, Bateman J (2008) the relationship between the visual and the textual in multimodal platforms, Baldry A and Thibault P J (2010) analysing multimodal representations and reading paths - all offer insights into how an arrangement of discourses, oriented to different modes of representation, construe meaning in discernible ways.

2. Using Transitivity Analysis, I look at how responsibility is constructed in terms of the ways audiences are positioned and represented. Such representation and positioning are critical in order to convince the viewing public that their contributions offer solutions to identifiable problems. The work of Halliday inevitably provides the theoretical model in the form of SFL.

It is the second of these issues that I take to be the real focus of this paper - how, through the affordances of the internet, charities are able to shape a sense of altruism in a younger generation.

## **References**

- Baldry, A. & Thibault, P.J. 2005. *Multimodal Transcription and Text Analysis*. Equinox.  
Bednarek, M. & Caple, M. 2012. *News Discourse*. Continuum.  
Halliday, M.A.K., & Matthiessen, C. M.I.M. *An Introduction to Functional Grammar* (4th ed.). Routledge.  
Jewitt, C. 2009. *The Handbook of Multimodal Analysis*. Routledge.  
Kress, G. 2003. *Literacy in the New Media Age*. Routledge.  
Kress, G. & van Leeuwen, T. 2001. *Multimodal Discourse*. Arnold.

**Mobilising the Global Significance of Multidisciplinary Discourses of Performativity: Lessons from an Australian Major League Baseballer in the United States and Australian Circus Performers**

Susan **Wilson-Gahan** (University of Southern Queensland Australia), Robert **Mason** (University of Southern Queensland Australia) and Patrick A. **Danaher** (University of Southern Queensland Australia)  
susan.wilson-gahan@usq.edu.au; robert-mason@usq.edu.au; patrick.danaher@usq.edu.au

The discursive construction and expression of multiple forms of identities (self and other; individual, group and community; local, national and international) continue to exercise scholars across a wide range of disciplines, who in turn sometimes seek to exorcise less constructive and enabling representations of certain kinds of marginalised identities. This multi-valenced character of identity discourses is illustrated starkly in the very different status and forms of capital of two occupationally mobile communities with whom this paper is concerned. One group is the highly successful internationally mobile major league baseball players – specifically in this case an Australian player who spent many years travelling the baseball circuits in the United States. The other group is the circuses who travel from place to place in Australia providing public entertainment based on equally specialised skill sets.

The paper presents a critically engaged and theoretically informed discourse analysis of empirical data collected with the two groups. The analysis is framed by selected aspects of Judith Butler's notion of performativity, augmented with more recent theorisation in the field and taking note of the critiques of the concept. The analysis interrogates the discourses of mobility and performativity across the three disciplines of sports biography, life course studies and the sociology of education, in the process distilling areas of potential convergence while acknowledging the appropriate aspects of disciplinary specificity. The analysis is clustered around the emergent organising themes of constructions of home, selfhood and otherness, and multiple identities created and communicated through repeated performances of evolving skills. The paper concludes by examining possible implications of this analysis for contemporary debates about global discourses related to in/equality, discrimination and marginalisation, with particular reference to current and possible future developments in the European polity and society.

## Dispositive power arrangements of visual anti-violence discourse

Birgit Wolf (Danube University Krems; HERMES)  
office@birgitwolf.net

Considering the efforts to resolve the widespread societal phenomenon of violence against women, information, awareness raising and the role of the media comprise one of the key targets by the most important conventions and declarations to overcome it. The women's anti-violence movement, manifesting in governmental institutions, NGOs and individual activists, has made essential contributions to the recognition of violence against women as a human rights violation, and is a crucial player in the field of prevention and awareness raising issues.

Looking at the media representations in general, we can observe how different programmes and formats are depicting rather similar (visual) narratives of clichéd imagination on intimate partner violence, whereas the systemic nature of the problem mostly remains hidden (Bonilla Campos 2008; Boyle 2005; Geiger 2008; Lopez Díez 2005; Taylor 2009). Consequently, media discourse reconstructs stereotypes, effects re-victimisation and obscuration of the social roots and dimensions, which in the Foucauldian sense of apparatus constitutes a formation of force comprising of the real contexts of gender-based violence as unsayable and invisible (Deleuze 1989, Foucault 1980). Accordingly, the visual of gender-based violence constitutes a crucial account of discursively created social meaning.

Recognising the direct, structural and symbolic dimensions of intimate partner violence and applying a feminist and dispositive perspective, the (audio) visual material of anti-violence initiatives have been examined in a five-year-time period from 2007 to 2011 on the European level, as well as on the country level of Austria and Spain (Wolf 2013). As the transposition of the complexity, the social roots and contexts of intimate partner violence constitutes a rather ambiguous undertaking, the analysis aims to find a new approach to disclose how anti-violence initiatives shape the social accounts of male-to-female partner violence and underlying ideological concepts enclosed in their material. Based on the concept of apparatus, the Foucauldian *dispositif* (Deleuze 1989, Foucault 1980) and developing a methodological approach for a visual discourse analysis (Jäger and Maier 2009, Rose 2001), I will show the core tendencies of the visualised dispositive power arrangements displayed through the (audio) visual material provided by the anti-violence movement.

## References

- Bonilla Campos, A. 2008. "Género, identidades y violencia". *Ministerio de Igualdad: Imaginario cultural, construcción de identidades de género y violencia: formación para la igualdad en la adolescencia*. Madrid, 15-34.
- Boyle, K. 2005. *Media and Violence. Gendering the Debates*. London: Sage Publications Ltd.
- Deleuze, G. 1989. "What is a dispositif?" In: T. J. Armstrong (ed.), *Michel Foucault Philosopher*. New York: Routledge.
- Foucault, M. 1980. "The Confession of the Flesh. Interview". In: C. Gordon (ed.), *Power/Knowledge Selected Interviews and Other Writings 1972-1977*. Pantheon Books: New York, 194-228.
- Geiger, B. 2008. "Die Herstellung von Öffentlichkeit für Gewalt an Frauen". In: J. Dorer et al. (eds.), *Medien-Politik-Geschlecht, Feministische Befunde zur politischen Kommunikationsforschung*. VS Verlag für Sozialwissenschaften: Wiesbaden, 204-217.
- Jäger, S. & Maier, F. 2009. "Theoretical and Methodological Aspects of Foucauldian Critical Discourse Analysis and Dispositive Analysis". In: R. Wodak & M. Meyer (eds.), *Methods of Critical Discourse Analysis*. London: Sage Publications, 34-61.
- Lopez Díez, P. 2005. "2º Informe de la investigación: Representación de género en los informativos de radio y televisión. [online]". *Instituto Oficial De Radio y Televisión (IORTV), Instituto de la Mujer (MTAS)* Available at: <http://www.inmujer.migualdad.es/mujer/medios/comunicacion/informeiortv.pdf> [accessed 02/02/2013]
- Rose, G. 2001. *Visual Methodologies. An Introduction to the Interpretation of Visual Materials*. London: Sage Publications.
- Taylor, R. 2009. "Slain and Slandered. A Content Analysis of the Portrayal of Femicide in Crime News". *Homicide Studies*, 13(1), 21-49.
- Wolf, B. 2013. *'Shaping the Visual' of Gender-Based Violence. How Visual Discourse on Intimate Partner Violence and European Anti-violence Initiatives Construct Accounts of the Social World*. PhD Thesis. Universitat Autònoma de Barcelona, Spain.



## Degrees of Freedom: what happens when we digitise the substrate?

Adam Wood (Manchester Metropolitan University)  
adam.wood2@stu.mmu.ac.uk

This paper argues that *degree of freedom* (the independent parameters available to a system or object) may be useful to explain how digitisation increases meaning potential. A digital text has additional degrees of freedom with respect to the traditional paper substrate. These permit choice in format, location/access and hypermodality, among others. This has social and political implications for the production and use of texts, and the paper therefore argues for a consequent extension to Critical Discourse Analysis's domains of application.

A critical discourse analysis of a UK secondary school's Marking Policy illustrates some of these theoretical implications. Teachers must follow the policy, stored online as a pdf file within the school's VLE. It is consistent with the linguistic and discursive content of the policy that a more readerly (Barthes, 1974) file type such as a pdf be used.

Digitisation's change in materiality affords additional degrees of freedom and so, choice. And meaning in a communicative system *is* choice (Halliday, 2003; 2013). That *this* file format has been chosen and not *that* one is meaningful and therefore a legitimate site of analysis.

Other features of digitisation such as location/access, format (file types but also fora, eg Wodak and Wright, 2006) and hypermodality (Lemke, 2002) confer additional degrees of freedom for the user as well as producer. For example, as user, I can now *summon* someone else's text into a range of formats and locations at times of my choosing.

However, a power differential may arise where a text producer has more degrees of freedom than a user (or vice-versa). In this case, one may "switch off" the other's ability, as with Mathiesen's "interactive one-way medium" (1997) of which the marking policy is an example – the VLE supported comments but that facility was switched off.

Digitisation's impact on degrees of freedom can therefore change relationships between users and producers of texts and redistribute power. As a result, additional degrees of freedom for a text imply that we need to reconsider what we can analyse and where.

## References

- Barthes, R. 1974. *S/Z: An Essay*. New York: Hill and Wang.
- Halliday, M. A. K. et al. 2003. *The Collected Works of M.A.K. Halliday, Vol. 3: On Language and Linguistics*. London: Continuum.
- Halliday, M. A. K. 2013. "Meaning as Choice". In: L. Fontaine, T. Bartlett & G. O'Grady (eds.), *Systemic Functional Linguistics: Exploring Choice*. Cambridge: Cambridge University Press.
- Lemke, J. L. 2002. "Travels in Hypermodality". *Visual Communication*, 1, 299–325.
- Mathiesen, T. 1997. "The Viewer Society: Michel Foucault's 'Panopticon' Revisited". *Theoretical Criminology*, 1, 215–234.
- Wodak, R., & Wright, S. 2006. "The European Union in Cyber-Space: Multilingual Democratic Participation in a virtual public sphere?". *Journal of Language and Politics*, 5(2), 251–275.

## **A Critical Realist Approach to Political Identity in Discourse**

Jay M. Woodhams (Victoria University of Wellington)

jay.woodhams@vuw.ac.nz

Over the last twenty years, discourse analysis in the area of sociolinguistics has been carried out predominantly within the social constructionist paradigm. A broad and varied research lens subsuming ‘strong’ and ‘weak’ forms (Sayer, 1997:466) and numerous theoretical orientations (Alvesson & Skoldberg, 2009:34), its fundamental tenet claims that reality is constructed through social interaction (Berger & Luckmann, 1966). Social constructionism has resulted in significant advances, with particular success in challenging essentialism and determinism across identity and gender studies.

Social constructionism however is not without its critics, the most vocal of whom are realists who have argued convincingly for the existence of a world outside of human experience. While certain forms of social constructionism allow for realist ontology, some scholars nevertheless consider it evasive on the question of the nature of real objects (Sayer, 1997:468) and argue that it neglects the influence of embodiment, materiality and power (Cromby & Nightingale, 1999). Its “ontological muteness” (Nightingale & Cromby, 2002:710) has also come under particularly powerful critique by those working ‘on-the-ground’ in professions such as social work, where constructionist theories offer little practical application to “a world ravaged by poverty, disease and social conflict” (Houston, 2001:848).

This presentation will demonstrate how critical realism (Bhaskar, 1979) has provided the foundation for a study of political identity in the discourse of New Zealanders. In particular, I will discuss how identity can be approached from a critical realist perspective without denying the fact that identities are negotiated in interaction. With a desire to avoid the intricacies of the realist/anti-realist debate whilst also meaningfully engaging with the social constructionist literature, I aim to show that critical realism can offer ontological depth to existing social constructionist understandings of discourse and identity.

## **References**

- Alvesson, M. & Skoldberg, K. 2009. “(Post-) positivism, social constructionism, critical realism: Three reference points in the philosophy of science”. *Reflexive Methodology: New Vistas for Qualitative Research* (2nd ed.). London: SAGE Publications Ltd, 15-52.
- Berger, P. L. & Luckmann, T. 1966. *The Social Construction of Reality: A Treatise in the Sociology of Knowledge*. Garden City, NY: Doubleday.
- Bhaskar, R. 1979. *The Possibility of Naturalism: A Philosophical Critique of the Contemporary Human Sciences*. Brighton: Harvester Press.
- Cromby, J. & Nightingale, D. J. 1999. “What’s wrong with social constructionism?” In: D. J. Nightingale & J. Cromby (eds.), *Social Constructionist Psychology: A Critical Analysis of Theory and Practice*. Buckingham: Open University Press, 1-18.
- Houston, S. 2001. “Beyond social constructionism: Critical realism and social work”. *British Journal of Social Work*, 31(6), 845–861. doi:10.1093/bjsw/31.6.845
- Nightingale, D. J. & Cromby, J. 2002. “Social constructionism as ontology: Exposition and example”. *Theory & Psychology*, 12(5), 701–713. doi:10.1177/0959354302012005901
- Sayer, A. 1997. “Essentialism, social constructionism, and beyond”. *The Sociological Review*, 45(3), 453–487. doi:10.1111/1467-954X.00073

## **Nationalist discourse in Poland**

Tomasz **Wrzosek** (Pultusk Academy of Humanities)

tomek.wrzosek@gmail.com

By paraphrasing Karl Marx Manifesto of the Communist Party one can say: *a spectre is haunting Europe* — *the spectre of nationalism*. Nationalist movements are getting stronger and stronger throughout Europe, including Poland. In the past few years, with an increased intensity we are witnessing the growing importance of the nationalist discourse in the public sphere. This discourse originates from the late nineteenth century. During the first decades of its existence its character has evolved from socialist, through secular to anti-communist and catholic. This catholic and xenophobic type of nationalism was reactivated in Poland after 1989. The Polish Youth (Młodzież Wszechpolska, MW), an organisation created and led by Roman Giertych was the finest example of the renaissance of nationalism in post-communist Poland.

The aim of this work was to study contemporary nationalist discourse in Poland. This article is a result of the next stage of the research presented in my PhD thesis. My PhD thesis was an attempt of the comprehensive analysis of the discourse created by the MW members on the basis of texts published by them between 2003 and 2007. Today, some of the MW's activists are still involved in the operation of certain movements contributing the creation of contemporary nationalist discourse in Poland. I have focused both on the fixed elements of the nationalist discourse like its structure based on the figure of the enemy, and some variable elements that depend on the current socio-political context. I have analyzed nationalist discourse as an ideology which legitimates the claim to power and has dialectical nature. Ideology along with the discourse are considered as tools by the people who create them. However for the major part of the society they are more like Durkheim's social facts. People are socialized to them by various institutions including schools.

The research tool that I have used in the current work was a critical discourse analysis, which is considered as the most useful in the studies of the public discourse. In my CDA mode of application I focused less on linguistic side of the discourse and more on the discourse as a social action.

## **Deontic Stance and Ideology in Political Discourse Analysis: A Corpus-assisted Cognitive-functional Perspective**

Zhong-yi Xu (Lancaster University)

z.xu@lancaster.ac.uk

'Epistemic stance' has been studied widely in discourse analysis and Cognitive Linguistics where it has been theorised in terms of 'epistemic distance' (e.g. Chilton, 2004; Sweetser, 1990; Langacker 1991). Similarly, deontic modality has also been characterised in terms of a proximity-remoteness structure (Frawley 1992: 421-3). As Chilton suggests: 'that which is morally or legally "wrong" is distanced from [the] Self' (Chilton, 2004, p.60). In other words, deontic modality can indicate the deontic distance from the speaker's concept of rightness. Therefore, the notion of deontic distance can be adopted to represent the speaker's deontic stance toward the actions and obligations of the target.

However, the issue of deontic stance has been relatively neglected in previous discourse studies (at least in comparison to epistemic stance). Thus, this paper aims to redress the balance by exploring deontic stance in political discourse from a cognitive-functional perspective of 'deontic distance'. It will do so in the context of a corpus-assisted, comparative analysis of three political speech cases: Tony Blair, Barack Obama and Mahmoud Ahmadinejad. Each case consists of a corpus of ten speeches (around 26,000 words) from the same politician, with topics ranging from war, racism, education, economy, election, to foreign relations and weather change, etc.

This research combines quantitative and qualitative approaches to data analysis. Specifically, this paper attempts to answer the following questions: (i) How does deontic modality allow politicians to express different ideologies; (ii) To what extent does deontic modality reveal the speaker's particular ideology? (ii) How does evidentiality function in political discourse and how does it interact with deontic modality?

The results of the study show both similarities and differences in deontic stance between the three political speakers. These differences can be delineated in terms of deontic distance and strength of evidence. It also reveals that the three speakers' choices of deontic modals and evidentials reflect distinctive worldviews and speech styles (cf. Marín Arrese 2011).

### **References**

- Chilton, P. 2004. *Analysing Political Discourse: Theory and Practice*. London: Routledge.
- Frawley, W. 1992. *Linguistic Semantics*. Hillsdale, NJ: Erlbaum Associates.
- Langacker, R. 1991. *Foundations of Cognitive Grammar, vol. II: Descriptive Application*. Stanford: Stanford University Press.
- Marín Arrese, J. 2011. "Epistemic legitimizing strategies, commitment and accountability in discourse". *Discourse Studies*, 13, 789-797.
- Sweetser, E. 1990. *From Etymology to Pragmatics: Metaphorical and Cultural Aspects of Semantic Structure*. Cambridge England, New York: Cambridge University Press.

## **How college students read, interpret and recontextualize an ideological editorial: Critical discourse analysis and college students' media literacy**

Ryogo **Yanagida** (Osaka University of Economics and Law)

ryogo1105@hotmail.com

Through the territorial disputes among China, Korea, Taiwan and Japan, right-wing populism and xenophobic discourses have become prevailing, especially on the Net (called as *Net uyoku*), in Japan. Applying Critical Discourse Analysis (henceforth CDA), this paper examines college students' media literacy, which involves the ability of critically reading a given media text and that of communicating it, on this issue.

CDA has been investigating various texts appeared in the media, exposing their ideological and manipulative nature which contribute to the (re)production of social inequality. It is, however, rarely addressed, how the receivers read and interpret the media texts CDA analyzes as ideological and manipulative (Garrett and Bell 1995). It is true that Fairclough (1995, 2003) proposes *theoretical* framework of CDA encompassing text itself and both its production and consumption. Van Dijk's socio-cognitive approach (1998, 2006) also *theoretically* takes into account the significant role receivers' cognition play in the process of the reception. It, however, remains unexamined how *exactly* media texts are read and interpreted in the framework of CDA, in comparison with other fields such as cultural studies (for example Morley 1992).

In order to redress this imbalance, this paper focuses on college students' media literacy by analyzing two types of texts; namely, (1) an editorial of Japanese national newspaper (*Asahi Shinbun*) on the territorial dispute over the *Senkaku* Islands among China, Taiwan and Japan, and (2) first year college students' opinions on the issue.

First, the analysis identifies ideological square (Van Dijk 1998) realized in the text (1) in terms of (evaluative) lexicon, transitivity, nominalization. These three aspects of the text emphasize Japanese-self-positive/ Chinese-other-negative presentation, and mitigate Japanese-self-negative/ Chinese-other-positive presentation. Second, the analysis examines how college students recontextualize (Van Leeuwen 2009) the text (1) into their own opinions (2); what social actors are added or deleted, what are de/agentialized in what actions, whether nominalized social events are depicted as a clause or not. Throughout the two parts of the analysis, this paper investigates how the college students read the editorial, that is, in preferred, negotiating, opposite way (Hall 1980), and how they discursively construct their opinions.

## **References**

- Fairclough, N. 1995. *Media Discourse*. London, New York: E. Arnold.
- Fairclough, N. 2003. *Analysing Discourse: Textual Analysis for Social Research*. London: Routledge.
- Garrett, P. & Bell, A. 1998. "Media and Discourse: A critical overview". In: A. Bell & P. Garrett (eds.), *Approaches to Media Discourse*. Oxford, Malden, Mass.: Blackwell, 1-20.
- Hall, S. 1980. "Encoding/decoding". In: S. Hall et al (eds.), *Culture, Media, Language: Working Papers in Cultural Studies, 1972-79*. London: Unwin Hyman, 128-138.
- Morley, D. 1992. *Television Audiences and Cultural Studies*. London: Routledge
- Richardson, K. 1998. "Signs and Wonders: Interpreting the economy throughout television". In: A. Bell & P. Garrett (eds.), *Approaches to Media Discourse*. Oxford, Malden, Mass.: Blackwell, 220-249.
- Van Dijk, T. A. 1998. "Opinions and ideologies in the press". In: A. Bell & P. Garrett (eds.), *Approaches to Media Discourse*. Oxford, Malden, Mass.: Blackwell, 21-63.
- Van Dijk, T. A. 2006. "Discourse and manipulation". *Discourse & Society*, 17(2), 359-383.
- Van Leeuwen, T. 2009. "Discourse as the Recontextualization of Social Practice: A Guide". In: R. Wodak & M. Meyer (eds.), *Methods of Critical Discourse Analysis* (2nd ed.). London: Sage, 144-61.

## **Representations of older first time parents in the British press**

Virpi Ylännö (Cardiff University)

ylanne@cardiff.ac.uk

In the context where the average age of first time parents in the UK is rising and reproductive technologies facilitate parenting for a more diverse adult population, this paper explores how late motherhood and fatherhood is represented in UK press, with a main focus on age, ageing, gender and the lifecourse. Media Frame Analysis (e.g. Entman, 2004; Shaw and Giles, 2009) informs this Discourse Analytic study of a corpus of UK newspaper articles (N=c.100, covering a four year period 2008-11). An initial macroanalysis of the corpus revealed five main types of news peg and five main frames of press coverage. This was complemented by a microanalysis of selected articles to investigate the discursive construction of advantages and disadvantages of parenting at midlife (and beyond) and the implied 'normative' and 'non-normative' (and 'desirable' / 'undesirable') age boundaries regarding reproduction and childrearing. Differences in ideological framing and how it relates to the type of article (such as front page news vs. feature article) or type of paper are looked at, as are discursive depictions of the parents themselves in terms of their lifespan stage and relationship status in particular. Finally, the findings are related to the discursive construction of lifespan identities and marked/unmarked age-related roles in this specific context, the changing landscape of families and parenting in the twenty-first century, and the role of news media in ideologically framing those changes.

## **References**

- Entman, R. M. 2004. *Projections of Power. Framing News, Public Opinion, and U.S. Foreign Policy*. Chicago and London: The University of Chicago Press.
- Shaw, R. L. & Giles, D. C. 2009. "Motherhood on ice? A media framing analysis of older mothers in the UK news". *Psychology and Health*, 24(2), 221-236.

## **Representations of unmarried middle-aged women in the reality show *Bride Wannabes***

Mandy Yu (Lancaster University)

h.yu7@lancaster.ac.uk

In recent years, unmarried middle-aged women in Hong Kong (culturally seen as those in their 30s-40s) have drawn great social attention and are often seen as ‘a problem’. In response to this, the 2012 reality TV show, *Bride Wannabes*, was produced. Five unmarried middle-aged women were taught by ‘experts’ to be attractive to men. It was criticised for fostering sexism.

I apply the *attitude* system in Martin and White’s (2005) appraisal framework, i.e. semantic resources for expressing emotions (*Affect*) and feelings about behaviours (*Judgement*) and things (*Appreciation*), to a *Bride Wannabes* excerpt. This analysis aims to explore possible sexism against unmarried middle-aged women in Hong Kong by examining what is praised and ‘problematized’ about the participants.

Three participants are discussed in the excerpt: Suki (a 28-year-old woman, characterised by ‘feminine’ traits, who, in the end, could find a boyfriend), Mandy (a career woman refusing to disclose her age) and Bonnie (a 29-year-old woman often criticised for her ‘non-feminine’ behaviours).

Appraisals towards Suki are dominantly positive. Her behaviours are often praised with lexis associated with children, e.g. 好乖 (*very well-behaved*). While her intellectual capability is negatively appraised, her ‘incapability’ is used to justify why she is liked by men. This *invokes* a positive reading of her ‘incapability’—making men feel comfortable (*affect of security*).

In contrast, despite praises for her working performance (*judgements of capacity and tenacity*), Mandy is appraised as giving men discomfort (*affect of insecurity*).

A pattern is found in *judgements* of Bonnie—those related to love or gender are often negative, whereas the other positive. She is negatively *judged* for her ‘non-feminine’ behaviours, e.g. 粗粗魯魯 (*crude and coarse*) (*judgement of propriety*). She is, however, positively *judged* as *genuine* (*judgement of veracity*). Appraisals of *affect* directed towards her are mostly negative, because of many references to men in matchmaking activities being uninterested in her.

The above analysis shows unmarried middle-aged women in Hong Kong are still greatly influenced by stereotypical images of women: while ‘feminine’ traits are praised, ‘non-feminine’ ones are problematized as undesirable for men.

## Multimodal production and consumption in conference presentations

Gabriela Zapletalová (University of Ostrava)

Gabriela.Zapletalova@osu.cz

Over the past decade, research into spoken academic discourse has shifted from a relatively narrow focus on language to a broader concern with sociolinguistic, pragmatic, semiotic or ethnographic aspects, all stressing interactive and multimodal nature of the discourse. Academic discourse, of which conference presentations are part, has attracted certain attention from researchers working within a critical-analytical framework; key interests in this approach subsume concepts such as stance, identity and power realization, or Anglophone centre gatekeeping practices and English as an academic lingua franca, which influence knowledge production, circulation and the politics of knowledge measuring. Much of the research is rooted in a Hallidayan systemic-functional framework dealing with the concept of language functions and emphasizing the social elements of language use.

The present paper draws on the approach suggested above and aims to investigate strategies that arise due to the interplay of the written and the spoken mode in conference presentations. The analysis explores the multimodal "landscape" of the genre: it aims to reveal how the verbal combines with the visual. The research also draws on the genre-based approach to discourse analysis. The focus is on: How do multimodal data enable to study the original social interaction? How do researchers span the gap between the written and the oral? How do the modes contribute to the ideational and interpersonal meanings expressed in the genre and to the textual organisation?

Most previous research into spoken academic discourse has been based on monocultural or monolingual material and relatively few contrastive studies have been undertaken so far. However, the cross-cultural aspects of this type of discourse deserve close investigation. The present study therefore adopts a contrastive approach, analyzing two comparable data sets – from Britain and the Czech Republic – to identify cross-cultural differences in discourse preferences between these two discourse communities and discuss the impact of Anglophone centre contexts. The corpus is made up of several hours of video-recorded presentations by native and non-native speakers of English at international conferences: the data comprise the text slides and the speakers' commentary. The symmetrical structure of the data enables to apply a quantitative methodology complementing qualitative interpretation.

## References

- Bax, S. 2011. *Discourse and Genre: Analysing Language in Context*. New York: Palgrave Macmillan.
- Bhatia, V. K. 1993. *Analysing Genre. Language Use in Professional Settings*. London/New York: Longman.
- Bhatia, V. K. 2004. *Worlds of Written Discourse: A Genre-Based View*. London: Continuum.
- Carter-Thomas, S. & Rowley-Jolivet, E. 2003. *Analysing the Scientific Conference Presentation (CP), A Methodological Overview of a Multimodal Genre*. Asp 39–40. (Accessed March 17, 2013. doi:10.4000/asp.1295.)
- Halliday, M. A. K. 1994. *An Introduction to Functional Grammar* (2nd ed.). London: Edward Arnold.
- Iedema, R. 2003. "Multimodality, Resemiotization: Extending the Analysis of Discourse as Multi-Semiotic Practice". *Visual Communication*, (2)1, 29–57.
- Kress, G. 2010. *Multimodality: A Social Semiotic Approach to Contemporary Communication*. London: Routledge.
- Kress, G. & Van Leeuwen, T. 2006. *Reading Images: The Grammar of Visual Design*. New York: Routledge.
- Lillis, T., Hewings, A., Vladimirov, D. & Curry, M. 2010. "The Geolinguistics of English as an Academic Lingua Franca: Citation Practices across English-Medium National and English-Medium International Journals". *International Journal of Applied Linguistics*, (20)1, 111–36.
- Martin, W. H. & Rose, D. 2008. *Genre Relations: Mapping Culture*. London: Equinox Publishing Ltd.
- McKenna, M. C., Labbo, L. D., Kieffer, R. D. & Reinking, D. 2006. *International Handbook of Literacy and Technology*. Vol. 2. Mahwah: Lawrence Erlbaum Associates.
- Mauranen, A. 2012. *English ELF. Academic English Shaped by Non-Native Speakers*. Cambridge: Cambridge University Press.
- Reinking, D. (Ed.). 1998. *Handbook of Literacy and Technology: Transformations in a Post-typographic World*. Vol. 1. Mahwah: L. Erlbaum Associates.
- Rowley-Jolivet, E. 2012. "Oralising Text Slides in Scientific Conference Presentations". In: A. Boulton, S. Carter-Thomas & E. Rowley-Jolivet (eds.), *Corpus-Informed Research and Learning in ESP*. Amsterdam: John Benjamins, 137–165.
- Swales, J. 2004. *Research Genres. Explorations and Applications*. Cambridge: Cambridge University Press.



### **Sustainability and organizational identities: New genres, new discourses?**

Franco **Zappettini** (University of London) and Jeffrey **Unerman** (University of London)

Franco.Zappettini@rhul.ac.uk

Over the last two decades Social and Environmental Sustainability has increasingly featured in organizational discourses. Sustainability Reporting has emerged as a specific discursive practice related to and shaped by financial, accounting and economic fields of discourse. In Sustainability Reporting the 'order of discourses' and the definition of 'genre' have thus been heavily influenced by regulatory bodies which are set up by a number of powerful vested interests. Furthermore, in this sense, corporate reports on sustainability represent a significant tool of communication for organization narratives, for governance purposes, and significantly for the company's legitimacy vis-à-vis their stakeholders.

In the context of the rapid development of new regulatory frameworks, this paper explores the emergence of Integrated Reporting as a new form of organizational discourse in Sustainability Reporting. In particular, we focus on Integrated Reporting as both a site of production of discourses of (social and environmental) sustainability and a site of production (or projection?) of organizational identities exploring the various intertextual and interdiscursive dynamics at play in the process.

From a critical discursive perspective this paper will thus trace a corpus of reports produced by early adopters of Integrated Reporting (including several multinational companies) to illuminate the role of discursive practices related to sustainability in the construction and transformation of corporate identities.

In this way this paper aims to highlight the potential contribution of critical and discursive approaches to Sustainability Reporting, an area that so far seems to have made little synergic use of linguistic insights.

**Russia as a Cultural Space: Discursive Construction of Russianness in Putin's 2012 Presidential Platform**  
Olga Zaytseva (University of New Mexico)  
oz0527@gmail.com

The last (2012) presidential elections in Russia got international attention. Despite wide irregularities, the West has conceded that Vladimir Putin was the winner, with whom they continue to work. Before the election, Mr. Putin articulated his vision of the country in a series of articles, published in leading Russian newspapers (i.e., *Izvestia*, *Nezavisimaya Gazeta*, *Vedomosti*, *Kommersant*, *Komsomolskaya Pravda*, and *Moscow News*). These texts discuss different aspects of Russia's life (i.e., challenges faced by the country, ethnic issues, economic goals, the strengthening democracy, social justice, globalization, international relations, etc.) and address various audiences (i.e., the Russian people, the Commonwealth countries of the former U.S.S.R., the West, etc.). As such, these texts provide rich material for communication analysis of the ways in which Russian leaders discursively construct the country as a national community and a cultural locality, an area that, so far, has not received sufficient coverage in scholarly literature.

The study employs the discourse theory developed by Laclau and Mouffe and the method of discourse analysis based on this theory. Following this theory, in the analysis of Putin's 2012 presidential platform, "Russia" is considered a nodal point (or key signifier), around which the discourses under investigation are organized. Like any key signifier, "Russia" is an empty sign, which means very little (if anything) by itself until, through chains of equivalence, it is combined with other signs that fill it with meaning. The presented discourse analysis examines the meaning of "Russia" outlined in the Putin's presidential platform and maps out the processes by which this partial fixation of meaning is achieved and which produce a perception of that meaning as normal and natural. The analysis is driven by the following questions: What discourses does the articulation of Russia draw on? Do different discourses define Russia in different ways? If so, how are those differences managed within the body of the analyzed texts? Which meanings are taken for granted across different discourses? What other discourses do they reproduce?

## **'Europe' in Slovenian Primary School Textbooks: A Story of a Friendly Explorer Facing Weather Trouble**

Janja **Zmavc** (Educational Research Institute Ljubljana/University of Primorska Koper)

janja.zmavc@gmail.com; janja.zmavc@pei.si

In the paper we shall present results of research where we analyzed different notions of "Europe" that can be found in Slovenian primary school textbooks for history, geography and citizenship education lessons.

Our analysis is based on a standpoint that the notion of 'Europe', which is determined by the significant historical international and internal political events and which is reproduced by the media, enters into the educational field. Here such a notion of 'Europe' often remains an implicit and unproblematic part of the official knowledge that is regulated by the curricula. Within the educational discourse, the ever changing conceptions of Europe that, with the help of public media sphere, become a part of everyday (background) knowledge are constructed as common-sensical and normative. Namely, the institutional context, where such a language use is performed, and the specific nature of educational discourse, allow those conceptions to confirm, explain, legitimize and naturalize current political or other evidently problematic and prevailing notions of 'Europe', 'Europeanness' and 'European values'.

With the help of methods of text mining analysis we shall point out some of the basic notions of Europe that can be found in the selected textbooks. Secondly, we shall present a linguistic pragmatic analysis (Verschueren 2000, 2013) of selected examples, where we demonstrate if and how some notions of 'Europe' in the primary school textbooks run parallel with or lean against the everyday, stereotypical, ideological notion that originates in the various political conceptions from the second half of the 20th century and can be identified mostly in the context of media coverage.

### **References**

- Kress, G. & van Leeuwen, T. 2006. *Reading Images. The Grammar of Visual Design, Second Edition*. London & New York: Routledge.
- Mastnak, T. 1998. *Evropa: med evolucijo in evtanazijo*. Ljubljana: SH Zavod za založniško dejavnost.
- Triandafyllidou, A. et al. (Eds.). 2009. *Europe in Crisis: The 'European Public Sphere' and National Media in the Post-War Period*. Basingstoke: Palgrave.
- van Leeuwen, T. 2008. *Discourse and Practice. New Tools for Critical Discourse Analysis*. New York: Oxford University Press.
- Velikonja, M. 2005. *Evropa – Kritika novega evrocentrizma*. Ljubljana: Mirovni inštitut.
- Verschueren, J. 2000. *Razumeti pragmatiko*. Prevedla Irena Prosenc, Ljubljana: \*cf.
- Verschueren, J. 2013. *Ideology in Language Use. Pragmatic Guidelines for Empirical Research*. Cambridge: Cambridge University Press.

## **Internationalization and Globalization. A Multimodal Analysis of Italian Universities' Websites**

Sole Alba **Zollo** (University of Naples Federico II)  
solealba.zollo@unina.it

This study is part of a wider and interdisciplinary project aimed at analyzing institutional English used by European universities on their websites, comparing it to the language found on the websites of British and Irish universities.

The analysis will be conducted on a sample of Italian Universities' official websites and in particular it will focus on the web pages devoted to international students.

Through a multimodal discourse analysis approach, I will try to identify the verbal and non verbal distinctive features of the collected data. I will also compare the organization of signs on the web pages and frameworks of the websites of Italian universities to a sample of British universities. The potential meanings these may hold for users and how they may relate to the ongoing processes of internationalization and globalization in online environments will be taken into account. A multimodal perspective will allow to investigate how signs are displayed on the screen through the interaction of a variety of modes including images, colours, writing, videos, font and layout. Over the last few years, an increasing attention has been paid to specialized communication in English used in institutional contexts (Martin and Christie, 1997; Gotti, 2003) and many studies of multimodality have been conducted on text making in digital and online environments (Lemke, 2002; Adami, 2013) but there is not much on English in the institutional academic domain.

The study aims to evaluate the present level of integration and internationalization of the Italian academic system. Therefore, I will investigate to what extent the communicative strategies of the Italian university websites help Italian universities to build their image of internationalized institutions in accordance with the "Bologna Process" and if the interplay between verbal and visual features contribute to making international communication in English more attractive.

### **References**

- Adami, E. 2013. "A social semiotic multimodal analysis framework for website interactivity". *NCRM Working Paper* (<http://eprints.ncrm.ac.uk/3074/>).
- Gotti, M. 2003. *Specialized Discourse. Linguistic Features and Changing Conventions*. Bern: Peter Lang.
- Lemke, J. 2002. "Traversals in Hypermodality". *Visual Communication*, 1(3), 299-325.
- Martin, J. & Christie, F. M. 1997. *Genre and Institutions. Social Processes in the Workplace and School*. London: Cassell.

## **Ideologies in the media discourse: the characterization of social agents in journalistic texts on social innovation**

Ana Jimeno **Zuazu** (University of Navarra)

ajzuazu@alumni.unav.es

Many authors have pointed out the great argumentative power of public discourses, particularly media discourse, because of its capacity to create or consolidate ideologies (Llamas, Martínez Pasamar, Casado 2013, Van Dijk 2008, 2010, among others). Those who control the media have also the power to control the organization of society, since they are able to transform perception, knowledge, and people's behaviour (Chomsky and Ramonet 1991). Critical Discourse Analysis (Fairclough 1995, Wodak 2002, Van Dijk 2008, 2010) pays attention to the ways in which knowledge representations influence the formation or transformation of mental models and general knowledge of the recipients. Besides this, CDA points out which discourse structures and strategies are better to achieve these purposes (Van Dijk, 2010). One of these strategies is the ideological polarization between ingroup (*us*) and outgroup (*them*). Members of ingroups typically emphasize their own good deeds and properties and the bad ones of the outgroup, and mitigate or deny their own bad ones and the good ones of the outgroup. (Van Dijk 2006). The inclusion or exclusion of groups and the creation of stereotypes depend on the ways of characterizing people. (Van Leeuwen 1996).

These days, in the context of the economic crisis, and thanks to social programs such as Horizonte 2020, media discourse has focused on social innovation, concretely on sustainability, well-being, and social action. Journalistic texts on this topic use several argumentative strategies, such as modality, detail and precision of description, lexicon (Martin and White, 2005) or the ideological confrontation *Us/Them*. Hence, it would be interesting to check which agents are presented by the media as the ingroup *Us* and who are the counterparts belonging to the outgroup *Them*. Through this discourse structure, media communicate a specific image about social innovation and about the agents of the social change to their readers. Having analysed texts from different genre published in the main Spanish newspapers, I will try to show how media characterise positively the social innovation agents and share their ideology. On the other hand, media will reveal a negative consideration towards those who do not support the social innovation, discrediting their attitude.

## **References**

- Chomsky, N. & Ramonet, I. 2001. *Cómo nos venden la moto*. Barcelona: Icaria.
- Fairclough, N. L. 1995. *Critical Discourse analysis*. Harlow, Longman.
- Llamas, C., Martínez Pasamar, C. & Casado, M. (Eds.). 2013. *Léxico y argumentación en el discurso público actual*. Frankfurt am Main, Peter Lang.
- Martin, J.R., & White P.P.R. 2005. *The Language of Evaluation: Appraisal in English*. London/New York: Palgrave.
- Van Dijk, T. A. 2006. "Ideology and discourse analysis". *Journal of Political Ideologies*, 11, 115-140.
- Van Dijk, T. A. 2008. *Discourse and Power. Contributions to Critical Discourse Studies*. Houndmills: Palgrave.
- Van Dijk, T. A. 2010. "Discurso, conocimiento, poder y política. Hacia un análisis crítico epistémico del discurso", *Revista de Investigación Lingüística*, 13, 167-215.
- Van Leeuwen, T. 1996. "The Representation of Social Actors". In: Caldas-Coulthard, Carmen Rosa, & Coulthard, Malcolm (eds.), *Texts and Practices: Readings in Critical Discourse Analysis*. London, Routledge. 32-70.
- Wodak, R. 2002. "Aspects of critical discourse analysis". *Zeitschrift für Angewandte Linguistik*, 36, 5-31.

## **PANEL PAPERS**

## **Panel 1**

### **Mediated constructions of crisis, sex discrimination, and national identity in European (new) media discourse**

#### **Convenor:**

Marianna **Patrona** (Hellenic Military Academy, Greece)

#### **Discussant:**

Göran **Eriksson** (Örebro University, Sweden)

## **Panel abstract**

This panel sets out to explore current developments in critical research on (new) media discourses in the European broadcast, print, and new media. More specifically, the six papers included in the panel tackle mediated representations of and discourses on such topical issues, as contemporary financial, political, industrial, and social crisis in Europe, the Scottish independence referendum, national and EU identity. The panel affords a cross-cultural perspective in critically addressing mediated discursive and textual practices in Greece, the UK, Sweden, and Italy. Papers span an array of media contexts and genres, such as broadcast media (television news, comic fiction series), print media and social media. Finally, they bring together diverse methodological orientations, such as Discourse Analysis, Conversation Analysis, Critical Discourse Analysis, and Frame Analysis.

More specifically, two of the papers focus on Greece, as the epicentre of financial (and political) crisis in the Eurozone, illustrating how the Greek crisis and an interpretive framework around it are talked into being in television news and TV comic fiction. Crisis, specifically industrial crisis, is also dealt with in a paper exploring the discursive construction of political accountability in Swedish television news interviews over three historic periods of industrial crisis (from 1968 to 2010). In the fourth paper, through a comparative study of Italian and UK television news media, different representations of the EU and constructions of European identity are examined against the background of the immigration crisis in the EU. The fifth paper focuses on discourses of otherness by examining the construction of anti-Britishness in print and social media discussions of the Scottish independence referendum. The final paper tackles the issues of otherness and sex discrimination by analysing how pre-feminist discourses of male domination are re-worked on a 21<sup>st</sup> century new media platform, namely Twitter.

The panel aspires to bring together the multidisciplinary areas of media studies and critical discourse studies, and, thus, bring to light shared conceptual and methodological aspects between these two, often conceived of as disparate, domains of study. The panel will be of interest to scholars of discourse and the (new) media, who seek to exchange ideas and perspectives within a critical-analytical framework.

## **Paper abstracts**

### **“All good people have debts”: Interpretations of the economic crisis in Greek television fiction**

**Georgia Aitaki** (University of Gothenburg, Sweden)

georgia.aitaki@jmg.gu.se

Accounts of the Greek debt crisis continue to appear in several media forms, producing understandings of the situation and proposing solutions for it in a direct or indirect way. However, these crisis discourses have not been limited to informational programmes; rather they have infiltrated the world of entertainment and fiction as well. The idea that media framing of important economic and political events and circumstances entails a diagnostic aspect – which locates certain causes and recommends specific remedies – corroborates the sense that it is a highly ideological process that is at stake here (Thompson 2009).

Embracing Jeffrey P. Jones's attestation regarding the parochial segregation between information and entertainment (2005), the present paper focuses on the role of television fiction in the conceptualization of the contemporary crisis and more specifically in the identification of causes, in the production, reproduction and subversion of (dominant) understandings of the crisis and in the articulation of commentary regarding the possibility for change. A contemporary product of Greek popular culture – *Returning Home* (Piso sto spiti) – has been chosen as a case study because of its thematic relevance and its timeliness. As the TV show depicts the everyday life of a Greek family and the adjustments it has to make in order to respond to the new conditions brought about because of the crisis, it gradually puts together a framework for interpreting the crisis building on questions of evaluation, causal interpretation and suggested course of actions (Entman 2004).

Inspired by earlier studies which have addressed the multifaceted character of the crisis through the discursive construction of frames of understanding it (Mylonas 2012), a combination of frame and critical discourse analysis is employed in order to excavate the ideological resonances that are embedded in a comedic media text, broadcast by major private channel MEGA TV and available to Greek viewers during 2011-2012 and 2012-2013. Preliminary analyses suggest that, on the whole, the position taken by the TV show is one of predicting a recycling and perpetuation of old “Greek” habits and therefore questioning the transformative potential of the crisis.

## **References**

- Entman, R. M. 2004. *Projections of Power: Framing News, Public Opinion, and U.S. Foreign Policy*. Chicago: University of Chicago Press.
- Jones, J. P. 2005. *Entertaining Politics: New Political Television and Civic Culture*. Oxford: Rowman & Littlefield Publishers.
- Mylonas, Y. 2012. “Media and the Economic Crisis of the EU: The ‘Culturalization’ of a Systemic Crisis and Bild-Zeitung’s Framing of Greece”. *tripleC*, 10 (2), 646-671.
- Thompson, G. 2009. “What’s in the frame? How the financial crisis is being packaged for public consumption”. *Economy and Society*, 38(3), 520-524.



## **The discursive construction of political responsibilities in industrial crises: A historical study of broadcast news interviews**

Mats Ekström (University of Gothenburg, Sweden)

mats.ekstrom@gu.se

The responsibility of governments and politics in financial and industrial crises is disputable. It is an ideological issue as it concerns the boundaries of politics and its relationships to the market, and the actual roles taken by governments differ in historical contexts and political regimes. However, the distribution of assumed responsibilities between politics (on different levels), the market and individual citizens, is also constructed and legitimized in discursive practices. This study investigates how political responsibility and accountability are discursively constructed and negotiated in news media during industrial crises in different historical contexts. The data comes from three industrial crises in Sweden, which resulted in massive shutdown and unemployment in branches of national importance: the textile industry (1968-1977), the shipbuilding (1980-1985), and automobile industry (2008-2010).

More specifically, the paper analyses interviews with politicians in television news during the three crises. Interviews are among the most frequently used methods in news production. Specialized interview practices have developed over time (for example the accountability interview), in which interviewee identities are discursively constructed and news agendas are suggested. The analyses focus on how political (non-)responsibilities are articulated in the design of questions and answers, and in the practices of quoting in edited news. The following questions are explored: How are the boundaries of political responsibilities defined and negotiated? How and to what extent is the Government held into account and asked to justify actions and (non-actions) in relation to the crises? How are the discourses of responsibilities related to the broader historical contexts, political and economic structures?

The analyses of interviews (the design of questions and answers) are based on Conversation analyses, and relate to the extensive research on political interviews in CA. Critical Discourse Analysis is applied in the analyses of intertextuality and recontextualization in edited news reports, and to explore relationships between the practices of news interviewing and discourses on a macro level. The analyses for example show how the interviews are oriented to a general depoliticization of responsibilities in relation to the industrial crises.

## **To absent friends: anti-Britishness in public discourses around the Scottish independence referendum**

Michael Higgins (University of Strathclyde, UK)

Michael.higgins@strath.ac.uk

Over the past decade, a developing body of work has used critical discourse analysis to examine the construction of Scottish national identity. Some of this work has dealt with Scotland's expression of its own identity. Higgins (2004a; 2004b), for example, outlines conflicting discourses of Scottish national belonging in the devolution referendum, showing how national identity can be aligned with various political traditions. Others have examined discourses of Scottishness within the UK context. Dekavalla (2012) shows how various articulations of nation have taken hold in the post-devolution political coverage of elections across the UK, while Unger (2013) demonstrates how the political power of language has guided the re-definition of Scotland's post-devolution relationship with the UK. The developments to take place in Scotland over the period of this research have been primarily political ones – proceeding through the debate over devolution to its enactment in policy – and the political interests involved have been fundamental to the forms these discourses of nation have taken. Drawing upon Michael Billig's (1993) notion of "banal nationalism", the research has indicated a comparatively benign discursive project in establishing a realisable vocabulary of national belonging. However, the governing Scottish National Party have since initiated a referendum on full independence for Scotland. This establishes the conditions for an intensified articulation of Scottish national identity to come to the fore, but also requires representations of Scottishness to be set in opposition to a British identity. Furthermore, since Higgins' and Dekavalla's work, social media has emerged as a platform of public discourse, democratising public discourse. Revisiting the assumptions of previous research and widening its scope, this paper therefore includes both print and social media to engage in a critical discourse analysis of anti-Britishness in discussion of issues around the independence referendum.

### **References**

- Billig, M. 1993. *Banal Nationalism*. London: Sage.
- Dekavalla, M. 2010. "Tax, war and waiting lists: the construction of national identity in newspaper coverage of general elections after devolution". *Discourse & Society*, 21(6), 638-654.
- Higgins, M. 2004a. "The articulation of nation and politics in the Scottish press". *Journal of Language & Politics*, 3(3), 463-483.
- Higgins, M. 2004b. "Putting the nation in the news: the role of location formulation in a selection of Scottish newspapers". *Discourse & Society*, 15(5), 633-648.
- Unger, J. W. 2013. "Rebranding the Scottish Executive: a discourse-historical analysis". *Journal of Language & Politics*, 12(1), 59-79.

# **‘We – Will – Go – Bank - Rupt’: Discursively Constructing the Greek Debt Crisis on the News**

Marianna **Patrona** (Hellenic Military Academy, Greece)

mpatrona@ath.forthnet.gr

Adopting a critical-analytical perspective, this paper examines the discourse and interactional practices used by news journalists in the prime-time news of two major Greek national channels (one private and one public) during the political crisis that erupted between October 31<sup>st</sup> and November 11<sup>th</sup> 2011; namely, when the former prime minister of Greece, George A. Papandreou, announced his decision to hold a national referendum on the agreed-upon second Eurozone aid package, infuriating both his European counterparts and his peers at home, with the threat of the country’s default looming. The crisis ended on 11 November 2011, when Lucas Papademos was sworn in as the new interim prime-minister of Greece, and head of a new, unity government.

Through qualitative micro-analysis of discourse and interaction in the evening news bulletins from 2 to 11 November 2011, the paper critically compares the rhetorical means through which crisis is constructed in journalists’ contributions in the private MEGA channel news vs. the public NET news. More specifically, the analysis compares the framing of the referendum announcement and the ensuing political developments, as instantiated through vocabulary and register choices, as well as the use of conversational techniques and rhetorical figures in bulletin openings and conversational sequences in the two channels. Finally, the analysis investigates possible shifts in the role of broadcast media in times of crisis, again, as enacted in and through news discourse and interaction.

It is shown that through their strategic choices operating at different levels of discourse, news journalists jointly build a dangerously precarious political reality, as well as the risk of the crisis spiralling out of control and triggering the country’s default, should Greek political leaders fail to reach an agreement for a unity government that will abide by Greece’s debt deal. In the commercial MEGA channel, in particular, inter-journalistic interaction is a powerful persuasive instrument for public opinion formation, which helps constitute and propagates a dominant ‘ideology of crisis’, and affects citizens’ understandings towards the crisis, as well as their propensity to act – or not act – in more or less passive ways.

**@EverydaySexism, backlash feminism and the Twittersphere**

Angela **Smith** (University of Sunderland, UK)

Angela.smith@sunderland.ac.uk

In 2012, Laura Bates set up a Twitter account to share women's stories of sexist treatment. A year later, this had developed into the EverydaySexism Project with over 100,000 Twitter followers and 40,000 posts from around the world. The work of the EverydaySexism Project has been widely cited in politics and the media during discussions about violence against women, relationship education in schools, etc., both in the UK and internationally. The project has also utilized Twitter to campaign successfully for the removal of pro-rape and pro-domestic violence sites on Facebook and to remove 'lads' mags' from the shelves of W.H. Smith newsagents in the UK. However, what has been an unexpected consequence has been the backlash against Bates herself. Bates, like Caroline Craido-Prerz, has been targeted by 'trolls' who have responded to media appearances and tweets with threats of sexual violence and personal attacks on the women concerned. If we are to see Web 2.0 as being the means by which 'Fourth Wave' feminists are renewing their mothers' and grandmothers' calls for social equality, we can also see it as a place where the backlash against such arguments draws on a rehashing of age-old claims to male domination. This paper will explore how the rejection of the claims for equality are represented in the technology of the 21<sup>st</sup> century but embody the language of a pre-feminist world and can thus be seen as a double-edged sword.

## **Panel 2**

### **Theoretical and Conceptual Challenges in Critical Discourse Studies**

#### **Convenors:**

Bernhard **Forchtner** (Humboldt University of Berlin, Germany)

Michał **Krzyzanowski** (Örebro University, Sweden)

#### **Discussant:**

Ruth **Wodak** (Lancaster University, United Kingdom)

### **Panel abstract**

This panel aims to discuss theoretical and conceptual challenges facing Critical Discourse Studies (CDS). At the time when Critical Discourse Analysis (CDA) has been opening up as well as becoming embraced by various social sciences and gradually evolved into Critical Discourse Studies (CDS), the recent socio-political dynamics have posed many questions with regard to the validity and viability of several long-established theoretical and conceptual tools in CDA/CDS. As we claim, the rise of 'postheroic' societies and the latter's distinct constructions of common pasts; the increasing discontinuity and fragmentation of public and other modes of discourse; the role of technology as ever more persuasive and its connection to and effect on discourses; the collapse of democracy within formally stable democratic regimes; and, of course most recently, the financial and economic crisis, have changed very profoundly the dynamics of discursive practices which no longer undergo the once long-standing socio-political or politico-economic dynamics. We thus see a need to rethink the theoretical and conceptual apparatus of CDS and to make it more relevant to the current, rapid and often abrupt social dynamics as well as, in particular, to the contemporary dynamics and logic of increasingly fragmented discourses in both public and private settings.

While we recognize that some theoretical reflection has recently been undertaken in CDS, it must be noted that it has mainly taken place strictly within the traditional 'schools' of CDA (cf. e.g. van Dijk 2008, Forchtner 2011), or, if looking at the wider CDS, it was proposed within works advocating new methodological and analytical orientations, often of an integrative nature (e.g. Mautner 2009, Krzyzanowski 2011, Hart 2013, Machin 2013). However, it seems it has now been over a decade since a general debate about theories and concepts of CDA/CDS – and their applicability in interdisciplinary social research across the social sciences – has taken place (cf. Wodak and Weiss 2002). To be sure, this has also been the period when CDS has often become challenged by some more theoretically-oriented approaches to discourse analysis (e.g. from within the non-CDS post-Marxist or post-Foucauldian approaches) which to some extent promised to offer relevant theoretical and conceptual depth sometimes missing in CDS.

Thus, we welcome papers proposing new theories, concepts and interpretative frameworks in CDS. Given the inherent plurality of CDS, no general suggestions can be expected – yet, this panel attempts to offer different perspectives which tackle the aforementioned social, political and economic dynamics as well as the recent developments in social theory and social research.

### **References**

- Forchtner, B. 2011. "Critique, the Discourse Historical Approach, and the Frankfurt School". *Critical Discourse Studies*, 8(1), 1-14.
- Hart, C. 2013. "Event-construal in press reports of violence in two recent political protests: A cognitive linguistic approach to CDA". *Journal of Language and Politics*, 12(3), 400-423.
- Krzyzanowski, M. 2011. "Ethnography and critical discourse analysis: towards a problem-oriented research dialogue". *Critical Discourse Studies*, 8(4), 231-238.
- Machin, D. 2013. "What is multimodal critical discourse studies?". *Critical Discourse Studies*, 10(4), 347-355.
- Mautner, G. 2009. "Checks and balances: How corpus linguistics can contribute to CDA". In: R. Wodak & M. Meyer (eds.), *Methods of Critical Discourse Analysis* (2nd ed.). London: Sage, 122-143.
- van Dijk, T.A. 2008. *Discourse and Context: A Sociocognitive Approach*. Cambridge: Cambridge University Press.
- Weiss, G., & Wodak, R. (Eds.) 2002. *Critical Discourse Analysis: Theory and Interdisciplinarity*. Basingstoke: Palgrave Macmillan.

## **Paper abstracts**

### **After structuralism. The three critical projects of discourse research**

Johannes **Angermuller** (Warwick University)

J.Angermuller@warwick.ac.uk

Discourse research comprises various strands from corpus analyses of large collections of written text to analyses of situated conversations, from problem-oriented approaches to epistemological debates, from interactional approaches to oral discourse to pragmatic analyses of language in use. Against this background, I will point out three critical projects on which discourse research has been built: the project of political enlightenment, which criticizes historical discourses on the basis of a universal rationality, the project of sociological enlightenment, which points out the normative contradictions within social structures made by actors and structuring agency, and the critical project of the linguistic turn, which challenges essentialisms in discourse. By drawing from these backgrounds, I will make the case for critical constructivism. While articulating pragmatic and praxeological discourse analyses with poststructuralist discourse theories, such an orientation asks how subjects are constructed and how the social is constituted through the practical use of language. It asks critical questions going beyond the disciplinary divisions among discourse researchers, who all have experienced a crisis of structuralism even though in different ways.

**Playing fields of collective learning: Bourdieu, Critical Theory and the Discourse Historical Approach**  
Bernhard **Forchtner** (Humboldt University of Berlin)  
b.forchtner@hu-berlin.de

In contrast to other approaches in Critical Discourse Studies (CDS), the Discourse Historical Approach (DHA) in CDS has always insisted on a robust, theoretically grounded notion of critique as it is put forward by Jürgen Habermas and related approaches (most notably by Klaus Eder, Max Miller and Piet Strydom). It is against this background that the DHA analyses discursive struggles and, in particular, their argumentative nature. And while texts and discourses are, of course, viewed as the primary site of these struggles, the DHA has always linked these to 'fields of action' (drawing on Heiko Girth) and their different functions. This interest in (the complexity of) societal struggles has led the DHA to draw (loosely) on Pierre Bourdieu's sociology, e.g. the notion of *habitus* and, more importantly, the notion of strategy with regard to the DHA's key concept of 'discursive *strategy*'.

Bringing these traditions together is both beneficial as well as, potentially, problematic. On the one hand, Bourdieu's field theory is without doubt a powerful tool for analysing social conflicts in differentiated societies and could play a significant role in understanding societal developments. Indeed, his theory as a whole can be understood as a critical theory given Bourdieu's critique of, especially, the myth of meritocratic. However, by viewing the structure of a field as the result of historical battles about power and domination, his conception lacks normative criteria to evaluate the structure of these fields. The rationality characterising fields is thus ultimately an affirmative rather than a critical one. On the other, Habermas' Critical Theory provides such a notion of rationality (a procedural one, to be sure) and aims to analyse the conditions of blocked rationality. It has however (rightly) been criticised for a 'sociological deficit' which could be overcome through a combination with Bourdieu's theory.

This presentation therefore proposes to combine field theory and theories of collective learning, thereby developing a critical theory of social fields as a strong analytical and normative approach. It will proceed by, first, reviewing both Habermas' foundation of critique and Bourdieu's field theory (and their use in the DHA). Second, it will connect field theory to the concept of collective learning inspired by Habermasian approaches. By elaborating on and clarifying the role of these two key theories in the DHA, the presentation provides a more refined synthesis, offering a theoretical frame to evaluate the structure of social fields from a normative perspective.

## **The matter of materiality. Analyzing discourse after the material turn**

Jenny **Gunnarsson Payne** (Södertörn University)

jenny.gunnarsson.payne@sh.se

The matter of materiality has been a recurring point of contestation for political discourse theory (PDT) since its beginnings. Indeed, already after the publication of Ernesto Laclau and Chantal Mouffe's seminal book *Hegemony and Socialist Strategy* (1985), Marxist scholar Norman Geras published a critique of their conceptualization of "discourse", arguing that their all-encompassing understanding of the discursive necessarily leads to idealism. The response provided by Laclau and Mouffe is that their concept of discourse is a material one: "At the root of the previous prejudice", they say, "lies an assumption of the mental character of discourse. Against this, we will affirm the material character of every discourse" (1985). Similar criticisms have later been levelled at their work by representatives for CDA. Along similar lines, Lilie Chouliaraki and Norman Fairclough (1999) warn about "the constant risk and temptation" to "reducing social life to discourse"; while the claim that "everything is discursive" might not be an example of classical idealism, it implies what they call a discourse idealism. This paper will revisit this debate, but seeks to advance the discussion concerning materiality and discourse from a somewhat different perspective. By taking its starting point in a similar (but not identical) debate between poststructuralist and material feminisms, whereby the latter—here represented by scholars such as Haraway and Barad—have theorized the relationship between materiality and discourse in ways which neither reduce one to the other, nor maintain a clear cut distinction between them. In the light of these debates, this paper will discuss how a materialist understanding of discourse can be (re-)defined. Specifically, it will consider what might be gained by incorporating theoretical insights from the fields of material feminism into the field of critical discourse studies, in order to harness a better understanding of the intricate relationship between discourse and matter, and discuss what implications this might have for our empirical fields of inquiry, as well as future formulations of methodological and analytical strategies.



## **From image to language: The visual basis of ideological meaning in news texts**

Christopher **Hart** (Lancaster University)

c.hart@lancaster.ac.uk

As part of the theme session "Theoretical and conceptual challenges in critical discourse studies", this paper addresses some of the challenges in CDS that can be partly answered by adopting a cognitive perspective. In particular, it addresses the relation between visual and linguistic grammars in CDS. Traditionally, visual grammars in CDS have been comprised of categories derived from Halliday's functional linguistic grammar plus a small number of categories assumed to be fundamental, and unique, to visual design (Kress and van Leeuwen 2006). Research in cognitive linguistics, however, suggests that visual experience of the kind captured in a visual grammar is at the root of linguistic grammar as an integrated cognitive system and that grammatical constructions in language use (texts) invoke image schemas with specific visuospatial properties, including point of view 'coordinates' (Langacker 2008).

It is well recognised that language is able to direct spatial point of view through locative and deictic expressions in narrative. It is less well recognised that options in particular grammatical systems such as voice, ergativity and information structure might include within their meaning a spatial or spatialised point of view from which readers are invited to 'see' the scene described. Drawing on cognitive linguistics and cognitive science more generally, I suggest in this paper that the relation between linguistic and visual grammars in CDS needs to be reversed and that, moreover, the relationship between them is not one of mere analogy. Grammatical structures are themselves meaningful by virtue a schematic visuospatial image which they invoke. The categories of a (cognitive) linguistic grammar should therefore, at least in part, be derived from a grammar of visual design. I present an analysis of the ideological import of alternative spatial points of view as they are manifested in both image and language within the context of news reports of political protests.

### **References**

Kress, G. & van Leeuwen, T. 2003. *Reading Images: The Grammar of Visual Design* (2nd ed.). London: Routledge.

Langacker, R. 2008. *Cognitive Grammar: A Basic Introduction*. Oxford: Oxford University Press.

## **Immanent critique and empirical discourse studies**

Benno **Herzog** (University of Valencia)

Benno.Hercog@uv.es

Immanent critique can be understood as a normative position, developed out of the existing society which can not only show prospects for social change but also contributes to that change. The notion of immanence as well as the notion of critique can be divided into two aspects: norms and methods. Norms should point towards a future society (transcendence and critique) but at the same time stem from the normative potential of the existing one (immanence). As a method the results should be developed completely out of the empirical material (immanence) but also show a practical way or are a powerful tool in order to change society (transcendence and critique).

For social philosophers especially the first aspect becomes important: the immanence of norms, the possibility of transcending positions and the relation between immanent norms and the transcending perspective. For social scientist, additionally, the methodological and practical aspects become relevant. Several questions have to be answered. How can immanent norms be detected and made visible (immanence as a method)? In which way is the subject influenced by critique and which influence do the subjects have on the criticised social relations (mode of operation of critique)? How can social researchers develop transcending aspects out of immanent norms (researching subject)?

The theses I would like to defend are: The notion of immanent critique, present mainly in post- Hegelian theory, especially Marxism and Critical Theory, is not able to answer methodological questions adequately. Answers to the methodological questions can be found in some recent proposals of discourse analysis. Nevertheless, most of the researchers in the fields of discourse analysis do not share the idea of immanent critique or defend a fundamentally different notion of immanent critique. A combination of dialectical approaches of immanent critique and discourse analysis could help to overcome the methodological deficit of the actual critical theory. At the same time this combination is able to resolve some theoretical deficits of discourse theory.

## **The (Increasingly) Conceptual Logic of Discourse: Rethinking CDS Approaches to Discourse, Context and Recontextualisation from a Historical-Semantic Perspective**

Michał Krzyżanowski (Örebro University)

Michal.Krzyzanowski@oru.se

This paper starts from the premise that contemporary discourses - especially in the public domain - do not any longer just construct or represent social relations, practices and actors. Instead, they increasingly rely on recontextualisation of various social concepts and often nest a related discursive redefinition of different facets of social order. The latter, while not necessarily changing their actual meaning/form/logic, are increasingly re-branded or re-labelled with use of various concepts. This entails frequent misrepresentation of various ideas on social status quo as just seemingly 'new' or 'fresh'. It often happens for, inter alia, economic or politico-economic purposes and is initiated within policy and other forms of 'discursive governance'.

Allowing for such an increasingly 'conceptual' logic of contemporary discourse, the paper suggests a way of rethinking CDS' approach to some of its key ideas by drawing on historical semantics. The paper takes inspiration from, in particular, the Conceptual History (*Begriffsgeschichte*, BG) as developed by Reinhart Koselleck and his followers. Further to presenting BG's view on 'social concepts' and its relevance for the CDS perceptions of discourse, the paper points to, first, synergies between CDS and BG and, second, to the possible conceptually-oriented view of such CDS' central concepts as context or recontextualisation. The paper, finally, points to a way of approaching the change of discourse over time from the point of view of 'semantic fields'. The latter, as the central interpretive notion of BG, allow systematic discursive positioning of various social concepts within and across spatial and temporal scales and contexts.

## **Fissures in the discourse-scape: Post-foundational approaches to critical discourse studies**

Felicitas **Macgilchrist** (Georg-Eckert-Institute, Braunschweig)  
macgilchrist@gei.de

This paper explores one challenge facing CDS in today's mediated world: the ontological and epistemological assumptions which prompt studies to analyse the construction of social orders (such as right-wing, racist or neoliberal orders), rather than the fissures and dislocations of these social orders. The former foregrounds the stability of such orders. The latter foregrounds their instability. In the 1980s and 1990s, it was, arguably, crucial to point to the institution of particular social orders (e.g. neoliberalism) as common-sense and inevitable ways of life. It remains important today to point to the logic of, for instance, anti-immigrant media discourse. Is this, however, enough? First, there is an increased perception around the globe that 'truth' is particular, contingent and contestable (see e.g. Latour 2004; Nassehi 1999). Second, supported by widespread mobile media use, social change seems to be happening more abruptly, with multiple practices vying for public attention (see e.g. Ray 2011).

The paper proceeds in four (necessarily brief) steps. First, I note recent CDS papers focusing on the (re)production of social orders. Second, I sketch several premises of post-foundational theories, arguing that these theories prompt a focus on discursive fissures and ruptures. At the moment, post-foundational theory is predominantly associated with a number of (French) thinkers: Nancy, Lefort, Badiou, Laclau, Ranciere. I will also engage with post-foundational feminist thinkers often omitted from current discussions: Butler, Haraway, Mouffe, Lather. Third, I bring post-foundational approaches into dialogue with key CDS scholars (Fairclough, Wodak). Finally, exemplified with a very brief example from research on mediated memory practices, I suggest how these theories can fruitfully be integrated with what I see as the signal strength of CDS: close attention to the language and semiotics of (socially relevant) discourse. The paper thus discusses several 'theoretical and conceptual challenges in CDS': (i) the concepts of 'critique' and 'emancipation', (ii) the concepts of 'structure' and 'practice', and (iii) the core methodological issue of 'validity'. Overall, I argue that a theoretically rich post-foundational approach makes CDS highly relevant to contemporary social, political and economic dynamics. It also enables CDS to make novel contributions to current social theory.

## **References**

- Latour, B. 2004. "Why has Critique Run out of Steam? From matters of fact to matters of concern". *Critical Inquiry*, 30(2), 225-248.
- Nassehi, A. 1999. "Globalisierung. Probleme eines Begriffs". *geographische revue*, 1, 21-33.
- Ray, T. 2011. "The 'story' of digital excess in revolutions of the Arab Spring". *Journal of Media Practice*, 12(2), 189-196.

## **The recontextualisation of social practice through different communicative modes**

David **Machin** (Örebro University)

david.machin@ru.se

This paper will look at how we might best think about multimodality in the context of models, theories and concepts commonly found across CDA. There has been relatively little critical work done in Multimodality and where this has been done scholars less familiar with wider approaches to studying modes of communication other than the linguistic often still tend to implicitly or explicitly claim that they are dealing with grammars, of the visual, of the moving image, or of sound. In this paper I specifically want to think about what concepts, theories and methods allow us to deal with other modes of communication that are most suitable for the CDA project. On the one hand this means engaging with the often long traditions of analysis on multimodal objects in other fields, to avoid reinventing the wheel, but on the other pointing to what it is that a multimodal CDA approach can contribute, with its attention to detailed analysis, to draw out the less than obvious ways that ideologies are communicated. I look at a number of examples from design, sound and monuments. At the heart of this, I suggest, is foregrounding not theories of grammar, but looking what can be accomplished through different modes in the process of the recontextualisation of social practice.

## What does it mean to analyse the historical dimension of discourses? A discourse-historical approach

Martin Reisigl (University of Bern)

[martin.reisigl@germ.unibe.ch](mailto:martin.reisigl@germ.unibe.ch)

The name of the Discourse-Historical Approach (DHA) stresses the historical dimension of discourses. The interest in the relationship between history and discourse arose in 1986, during the Austrian presidential campaign of Kurt Waldheim. This interest first culminated in a comprehensive study on the reproduction and emergence of anti-semitic prejudices in public discourses in post-war Austria (Wodak, Pelikan, Nowak, Gruber, De Cillia, Mitten 1990). Since then, various research projects have been carried out within the DHA-framework with a strong focus on the historical context and diachronic development of discourses (e. g. Wodak, Menz, Mitten, Stern 1990; Matouschek, Wodak, Januschek 1995; Reisigl 2007; Wodak, De Cillia, Reisigl, Liebhart 2009). However, the theoretical and methodical reflexion of what it means to analyse the historical dimension of discourses has never been pursued as a central task.

I will try to make up for this neglect with my paper. Its first part will introduce basic assumptions on the prerequisites for the analysis of historical change and the historical context-dependence of discourses. I will explain a series of concepts relevant for a discourse-historical analysis, e.g. *diachrony*, *continuity*, *discontinuity*, *break/rupture*, *transformation*, *contingency*, *development*, *series*, *discursive event*, *discursive effect* and *recontextualisation*. This theoretical part will also include references to other discourse analytical approaches known for their analytical attention to the history of discourses (e.g. those of Foucault, White, Sarasin and Landwehr). The second part of my paper illustrates the theoretical framework sketched in the first part by some spotlights on an empirical case study dedicated to the reconstruction of the history of "discourse" as a word and a notion.

### References

- Matouschek, B., Wodak, R. & Januschek, F. 1995. *Notwendige Maßnahmen gegen Fremde? Genese und Formen von rassistischen Diskursen der Differenz*. Wien: Passagen Verlag.
- Reisigl, M. 2007. *Nationale Rhetorik in Fest- und Gedenkreden. Eine diskursanalytische Studie zum „österreichischen Millennium“ in den Jahren 1946 und 1996*. Tübingen: Stauffenburg.
- Wodak, R., Pelikan, J., Nowak, P., Gruber, H., De Cillia, R. & Mitten, R. 1990. *“Wir sind alle unschuldige Täter!” Diskurshistorische Studien zum Nachkriegsantisemitismus*. Frankfurt am Main: Suhrkamp.
- Wodak, R., Menz, F., Mitten, R. & Stern, F. 1994. *Die Sprachen der Vergangenheiten: öffentliches Gedenken in österreichischen und deutschen Medien*. Frankfurt am Main: Suhrkamp.
- Wodak, R., De Cillia, R., Reisigl, M. & Liebhart, K. 2009/1999. *The Discursive Construction of National Identity*. Edinburgh: Edinburgh University Press.

### **Panel 3**

#### **Methodological Challenges in Political Discourse Analysis**

##### **Convenor:**

Lea Sgier (Central European University – CEU, Hungary)

##### **Panel abstract**

Discourse analysis has become increasingly popular in political analysis over the last two decades, and is now widely used across the subfields of the discipline. Political analysts have proposed approaches that engage with the political nature of discourse in general – discourse as a key aspect in the negotiation of collective power relations in society<sup>1</sup>. They have also proposed approaches that are more specifically designed for the analysis of subtypes of political discourse, such as policy discourse<sup>2</sup>, international relations and foreign policy<sup>3</sup>, social movements and mobilisation<sup>4</sup>, memory politics<sup>5</sup> or political doctrines and ideologies<sup>6</sup>.

This panel proposes to critically engage with some of these developments and raise questions such as: How do discourses operate to reduce the complexity of a “problem” or field? Are all types of political discourse necessarily “performative”, or can we draw a meaningful distinction between discourses that are performative and those that are not (“façade” discourses for example in foreign policy discourse)? How does discourse frame, constrain, sustain or trigger political action? Conversely, how is political action possibly dependent upon discourse? How are political actors and identities constituted through discourse? How do they challenge or change dominant discourses? How do discourses compete for attention in a given political space, and what makes their failure and success? How do discourses and institutions interlink, not only in liberal democracies but also in authoritarian or totalitarian systems?

Underlying these questions are more general stakes for both political science and discourse analysis: What can political science learn from discourse analytical approaches, and conversely, what can conventional political science possibly teach discourse analysis? What is possibly specific to political discourse analysis (as opposed to discourse analysis in the social sciences in general)? What do discourse-analytical approaches add to – or how do they challenge – established theoretical frameworks such as neo-institutionalism, mobilisation theory or rational choice theory?

These and other questions will be debated in a series of papers that propose a methodological reflection on the basis (mostly) of empirical cases from various subfields of political analysis.

---

<sup>1</sup> For example Howarth/Torring 2005, Laclau/Mouffe 1985, Howart 2000, Edelman.

<sup>2</sup> Hajer 1995, Schmidt 2008, Fischer/Gottweis 2012, Verloo 2008, Bacchi 2009, Jobert/Muller 1987, Mottier 2005, Fairclough & Wodak 2010, etc.,

<sup>3</sup> Hansen 2006, Weaver 2002, Campbell 1998, Neumann 1996, Milliken 1999, Kuusisto 2009, Guillaume 2010 etc.,

<sup>4</sup> Benford/Snow 2000, Snow 2007

<sup>5</sup> Wodak & Richardson, 2009; Verdoolaege, 2009; Norval, 2009; Achugar, 2008; Anthonissen, 2006; Gagiano, 2006; Ross, 2006.

<sup>6</sup> For example Fairclough & Wodak 2008, Reisigl 2007, Wodak et al. 2009, Freedon 1998, etc.

## **Paper abstracts**

### **Gender in Climate Change Discourses in Nicaragua**

Noémi **Gonda** (Central European University – CEU, Hungary)

noemigonda@gmail.com

This paper analyses the ambivalent process of emergence of a new climate change discourse in contemporary Nicaragua. Firstly, it shows how the traditionally dominant scientific expert discourse has become challenged by an alternative, more bottom-up and more gendered climate change discourse. Secondly, it analyses key features of this new climate change discourse, which not only calls for a radical critique of capitalism and a new ecological, economic and social model based on values of solidarity and inclusion, but also has essentialist and eco-feminist features. These features assume that women have a “special connectedness” to nature making them particularly apt to implement climate change adaptation actions.

This paper casts a critical look at this discursive gendering of climate change discourse and highlights its inherent ambivalence: on the one hand, it creates new subject positions for women and opens up discursive opportunities for women to participate in climate change related actions, but on the other hand it does so on the basis of a static, romanticised and ultimately conservative understanding of gender roles – women (rural women in particular) seen as bound by an “environmental sisterhood” around the salvation of the Earth.

Following Verloo’s (2009) critical frame analysis approach, this article focuses on the discursive definitions, causalities, consequences and solutions to climate change that are put forward in recent Nicaraguan public policy documents. It shows how they integrate gender dimensions whilst contributing to the reproduction of patriarchal gender roles and hierarchies.



## **From Institutional Dualism to Discursive Struggle: The European Union, the World Health Organization and the Alcohol Question**

Barbara **Lucas** (Applied University of Social Work, Geneva) and Trygve **Ugland** (Bishop's University, Sherbrooke, Canada)  
barbara.lucas@hesge.ch

This paper provides a discursive analysis of international alcohol policy transformations from 1945 to the 2000s based on new discourse theory. On this basis, it discusses the added value and limitations of post-structuralist discourse analysis for the understanding of international policy formulation, with regards to institutionalism as well as discursive institutionalist theory.

After World War II, alcohol policy was characterised by a dual discourse embodied by two major international institutions. On the one hand, the European Union considered alcoholic beverages as economic commodities to be promoted. On the other hand, the WHO perceived them as health risk factors that must be controlled. This article analyses the dynamic that developed from there: Drawing on the new theory of discourse, we argue that the transformation of international alcohol policy can be understood as the result of a discursive struggle for hegemony (Howarth 2000). On the basis of a theoretical framework centred on the discursive dimension of policy, we show that EU and WHO discourses on alcohol have evolved from discursive complementary (1950s) to discursive antagonism (up to the 1990s) before toning down their divergences and becoming more consensual (1990s to 2000s).

Through this long-term analysis of co-existing discourses, we challenge both neo-institutionalist understandings of policy change as heavily constrained by path-dependency (Pierson 2000, Olsen 1997), and more recent discursive institutionalist approaches of change (Schmidt 2008), in which discourse is defined as an « interactive process of conveying ideas » that overlooks the relations between power and discourse. We discuss the limitations as well as the added value of post-structuralist discourse analysis for the understanding of the international policy formulation in strongly institutionalised policy fields.

## **Contentious Discourse: A Mechanisms and Logic Approach**

David **McKeever** (University of Ulster, UK)

davemckeever@icloud.com

Explanation in terms of mechanisms (i.e. recurring social processes) has a long tradition in social science. In response to perceived failures of mechanisms to account for social construction, Essex discourse analysts have argued for an alternative: *discursive logic*, said to answer questions about how discourse is articulated, coheres and impacts (Glynos & Howarth 2008, Laclau & Mouffe 1985). I offer a fresh perspective on this debate arguing that neglect of either is sometimes unrealistic. In distinct cases satisfying explanations include both mechanisms and logic. Departing from the principle that theories and methods are best elaborated through close dialogue with empirics I use historical evidence of nonviolent protest and revolution from the 20th and 21st centuries (the recent events in Egypt and Tunisia, the Prague spring of 1969, the collapse of communism in 1989) as a prism through which to view the interaction of causal mechanisms and discursive logic. Nonviolence is a great example as a major component of its power is discursive (when nonviolent resisters face a power often their only weapons are their words). Still various respected scholars have sought to exclude words from analyses in favour of actions typically offering an (implicit or explicit) hierarchy ranking action as more consequential. Discourse theory helps us recognise this dichotomy as fallacy: protestors' demands – e.g. *words* - for example, are an important form of speech-act through which civil identities and institutions are articulated, and that can challenge and coerce existing identities and institutions. The logic of protestors' discourse alone may be insufficient to explain protest outcomes, but in conjunction with contextual mechanisms such *mobilization*, *brokerage* and *scale shift*, they contribute to providing more adequate explanations of protest dynamics and outcomes.

**Interpretative "Truths"? Interpretation and Validity in Discourse Analytical Research**  
Lea **Sgier** (Central European University – CEU, Hungary)  
sgierl@ceu.hu

How (if at all) can we establish the "truthfulness" or "correctness" of discourse analytical empirical analyses? What (if anything) distinguishes "good" from "bad" analyses, and on what grounds? These are the questions at the heart of this paper, known in the methodological literature as validity issues. Although validity is a key concern in qualitative research in general (cf. for example Maxwell 2002), it is rarely discussed in reference to discourse analytical approaches – or other interpretive approaches for that matter – in particular.

This paper proposes to consider the validity issue from three angles: firstly, the angle of hermeneutic theory (Dworking, Eco, Taylor) that emphasises the ultimate undecidability and potential incommensurability of concurrent interpretations; secondly, poststructuralism that problematizes "truth" as a historically relative social construction (Foucault); and thirdly, social science methodology that insists on the necessity of "robust" analyses, supposedly ensured through methodological procedures such as triangulation, process transparency or reflexivity. By getting these various approaches to the problem of validity to dialogue with each other, the paper endeavours to tease out critical issues regarding interpretive validity, and to critically question the issue of "truth" itself.

## **Panel 4**

### **Persuasion in Public Discourse: Cognitive and Functional Perspectives**

#### **Convenors:**

Wei-lun **Lu** (Masaryk University) and Jana **Pelcova** (Masaryk University)

#### **Discussants:**

Christopher **Hart** (Lancaster University) and Ruth **Wodak** (Lancaster University)

### **Panel abstract**

The proposed panel aims to investigate persuasion as a rhetorical phenomenon, from both functional and cognitive perspectives. Present scholarship has identified various lexico-grammatical means of persuasion, such as modal verbs, adverbs, pronoun use, etc., and has also uncovered systematic conceptual strategies such as metaphor and metonymy. At the cognitive level, persuasion may also involve inserting personal voice to an intersubjective end, inducing an alternative worldview, and manipulating social actions. However, although persuasion has been extensively investigated as an interpersonal and cognitive phenomenon by researchers across disciplines, the above levels of analysis have so far been treated in a separate manner. In view of a potential synergy, the present panel aims to explore how persuasive effects can be investigated, based on functional and cognitive approaches to language. We have in particular selected papers that explore how grammar and lexical choice creates persuasive effects and, meanwhile, how such choices co-contribute for the purpose of changing the audience's mental states. By use of language, the participants of public discourse are able to air personal views, shape and reshape collective opinions and memories, as well as to achieve mutual judgments and decisions. Since its effects may come in a wide variety of forms with powerful social consequences, such as changes in a group's collective behaviour and consuming habits, increase in social awareness or depreciation of a political stance and societal problems, the compelling nature of persuasion in the public domain constitutes a highly practical concern and therefore deserves due scholarly attention.

The papers selected are all based on authentic data, to reflect real-world linguistic phenomena. The domains of language are highly diversified, including politics, advertising, medical, traveller's forum, environmental. We also consider the variety of languages covered: English, Czech, Polish, Hungarian and Russian. Furthermore, the data considered include not only modern but also medieval language. It is believed that such a selection can help the panel reach the widest audience and promote cross-disciplinary dialogue, which is one of the main aims of CADAAD.

## **Paper abstracts**

### **When a glorious name becomes a tool of vilification: Creating negative impressions of female celebrities through allusion to Joan of Arc**

Lyudmyla Antypenko-A'Beckett (Monash University, Australia)

lyudmyla.antypenko-a'beckett@monash.edu

The paper examines stances presented through the naming "Joan of Arc" and comparisons with the French heroine in the Russian press. The study concludes that a majority of cases invites negative responses from readers. The investigation focuses on reversals of evaluative semantics and their impact on different categories of readers.

An initial examination of discussion blogs which followed the publication of comparisons with the French heroine has revealed that the name Joan of Arc was frequently used for disapproval. Among the public figures who were notably disparaged by this allusion were the former Prime Minister of Ukraine Yulia Tymoshenko (The Economist, 2011) and female journalists participating in protests against election of Vladimir Putin as President of Russia in 2012 (see "2011–13 Russian protests" in Wikipedia). Tymoshenko who was convicted by her political opponents on charges which were not internationally recognised (Amnesty International, 2011) did not evoke sympathy from the Russophone public according to several surveys conducted through the Russian media (compare <<http://maxpark.com/community/129/content/361928>>). A Google search of the Russian collocation "Tymoshenko--Joan of Arc" has elicited around 532,000 results in 0.31 seconds. A pilot study of the first 100 cases has showed that only 11 per cent of the contexts carried unambiguously positive associations.

A subsequent analysis of female identities (Ponton, 2010) constructed through application of the name Joan of Arc has been undertaken. 100 contexts have been further selected from the most popular Russian newspapers "Argumenty i fakty" and "Komsomol'skaia pravda". A careful inventory of traits, situations and persons introduced through this rhetorical comparison has been performed. This allusive naming (Lennon 2004) in the Russian press has served to create various role models such as a martyr, a female warrior/soldier, an ascetic, a strong and decisive personality, a widely accepted celebrity, an example of self-denial, mental disorders and so on. Among women called Joan of Arc are actresses, journalists, politicians and war heroines. Three ways of transferring a positive image into a negative one have been found: 1) focusing on negative traits assigned to Joan of Arc; 2) contrast between the prototype and a new referent which is often represented through ironic claims (Giora 2003); 3) distancing (Martin and White, 2005) from the positively-laden comparison. It has been revealed that there is no uniformity in the perception of this prototype amongst the speech community. Moreover, discussions of Joan of Arc and her replicas also carried out some prejudice among journalists and readers against strong-willed, independent and self-confident women emulating Joan of Arc. Hence, the comparison of contemporary public figures with the legendary heroine turned out to be an efficient tool for vilification.

## **References**

- Amnesty International. 2011. *Jailed Former Ukrainian Prime Minister Must Be Released*. October 2011. Web. 28 April 2013. <<http://www.amnesty.org/en/news-and-updates/jailed-former-ukraine-prime-minister-must-be-released-2011-10-11>>
- Giora, R. 2003. *On Our Mind: Salience, Context and Figurative Language*. Oxford, UK: Oxford University Press.
- Lennon, P. 2004. *Allusions in the Press: An Applied Linguistic Study*. Berlin: Mouton de Gruyter.
- Martin, J. R. & White, P. R. R. 2005. *The Language of Evaluation: Appraisal in English*. New York, NY: Palgrave.
- Ponton, D. 2010. "The female political leader: A study of gender identity in the case of Margaret Thatcher". *Journal of Language and Politics*, 9(2), 195-218.
- The Economist. 2011, August 13<sup>th</sup>. "Ukrainian Justice: Don't Cross Viktor". August 2011. <<http://www.economist.com/node/21525974>>

## **Patterns of persuasion in Hungarian medical discourse domain from the 16<sup>th</sup>-17<sup>th</sup> century**

Agnes Kuna (Eötvös Loránd University, Hungary)

kunaagnes@gmail.com

A key element of medieval and early modern medication was to create a positive attitude in the patient. To this end, a variety of persuasive strategies were employed, which are amply documented in available records of European medical texts, especially recipes (Alonso-Almeida–Cabrera-Abreu 2002, Jones 1998). Their analysis reveals that the use of efficacy phrases correlates strongly with speaker involvement, the kind of knowledge being communicated and the peculiar features of medication at the time. These include such influences as Classical and Arabic medicine, philosophy, superstitions, folk practices and religion, which are significant for their role in subjectivization/perspectivization and evidentiality.

The present paper has two main goals: (1) To describe the linguistic and conceptual categories and patterns of contemporary persuasive strategies (e.g. TESTEDNESS, CERTAINTY, AUTHORITY etc.); and (2) To outline a functional pragmatic model of persuasion. Since persuasive communication is predominantly indirect, the scenario model of speech acts can provide a convenient framework to tackle these theoretical issues (cf. Panther-Thornburg 1998). The data consists of the representative recipe collections and remedy books of 16-17th century medical discourse in manuscript or printed forms (20 manuscripts and 3 prints). Some of these are available in digital format as well. The data were analyzed by hand, with a qualitative methodology the preliminary validation of codes had also been completed.

The study points out that persuasion can be investigated as a part of early public discourse, and that it can be interpreted and described as an indirect speech act with readily available linguistic and conceptual categories. The historical approach directs attention to the fact that specific ages and cultures define the linguistic representations of a speech act to a great extent, which therefore opens up the possibility of a comparative approach as well.

### **References**

- Alonso-Almeida, F. & Cabrera-Abreu, M. 2002. "The formulation of promise in medieval English medical recipes: a relevance-theoretic approach". *Neophilologus*, 86, 137-154.
- Jones, C. 1998. "Formula and formulation: 'efficacy phrases' in medieval English medical manuscripts". *Neuphilologische Mitteilungen*, 99, 199-209.
- Panther, K.-U. & Thornburg, L. L. 1998. "A cognitive approach to inferencing in conversation". *Journal of Pragmatics*, 30, 755-769.

## **How Repetition and the Structuring of Information Co-contribute to Persuasiveness: A Case Study on *I Have a Dream***

Wei-lun **Lu** (Masaryk University, the Czech Republic), Martin **Drapela** (Masaryk University, the Czech Republic) and Jana **Chamonikolasova** (Masaryk University, the Czech Republic)  
weilunlu@gmail.com

Persuasion as a rhetorical phenomenon has received extensive scholarly attention from different points of view, with various persuasive strategies identified such as lexical choice, pronoun use, mood and modality, etc. However, the influence of information structure (e.g. Firbas 1995, Svoboda 1983) on persuasive effects has not received due attention in literature. The present study demonstrates the cognitive significance of how the speaker's structuring of information flow and its interplay with repetition can serve as a powerful persuasive strategy.

To illustrate our point, we analyze Martin Luther King Jr.'s most famous speech, *I Have a Dream*, along the lines of the framework of Functional Sentence Perspective (Firbas 1992). Our investigation reveals an inextricable relation between information structure and repetition, King's renowned rhetorical strategy. We in particular find a pattern as follows: If a chunk of King's language is to be repeated at a later stage, that chunk first appears as a rheme and later when the chunk recurs, it always happens as a theme, to be accompanied by its own rheme in that particular later sentence. We claim that what this striking pattern reveals is the cognitive significance of repetition. Specifically, as the discourse unfolds, a chunk first occurs as a new piece of information about the topic, but with its recurrence, it procedurally retreats into the background of the thematic layer to become indicative of what the entire discourse is about, which in turn allows further addition of new information carried by the later rheme. We claim that such interplay of repetition and information structure thus has a dual discourse-pragmatic function of fixating the hearer's attention precisely on the topic at hand via repeated mentions of an old message but meanwhile providing further elaboration of the topic.

With the present analysis, we conclude that a synergy of cognitive and functional linguistics may potentially serve well the purpose of analyzing language-mediated persuasive effects. In particular, we propose that the cognitive and the discourse-functional significance of information structure should be incorporated into the study of persuasion, so that we can capture how the persuasive effect of language is achieved by the speaker's constantly dynamic structuring of information flow and by an interplay between information structure and other rhetorical devices.

## **References**

- Ales, S. 1983. "Thematic elements". *Brno Studies in English*, 15, 49-85.  
Firbas, J. 1992. *Functional Sentence Perspective in Written and Spoken Communication*. Cambridge: Cambridge University Press.  
Firbas, J. 1995. "Retrievability span in functional sentence perspective". *Brno Studies in English*, 21, 17-45.

## **‘All-natural, irresistibly crispy flatbread crackers’ – the colourful structure of noun phrases in print advertising**

Jana Pelclova (Masaryk University, the Czech Republic)

pelclova@phil.muni.cz

Noun phrases in the discourse of advertising represent a very specific linguistic phenomenon. First, their complex pre-modifying structure often consists of novel and innovative compounds and of vague comparative structures (Myers 1994; Hermerén 1999; Cook 1992). Second, such complexly modified noun phrases can function as independent clauses (Leech 1966) that have a tendency to disrupt the traditional sequencing of adjectives within a noun phrase (Rush 1998). It can be assumed that these two features are meant to increase the level of interactivity because the persuadee is encouraged to discover the uniqueness of the product that is encapsulated in those syntactically independent noun phrases. Since the food market is saturated with a number of identical products, my hypothesis is that food-related advertisements published in printed magazines will operate with noun phrases of complex pre-modifying structure. Its complexity is meant to distinguish competing products and to convey as much information of a persuasive character as possible. The paper studies advertisements on food products published in 2012-2013 issues of Real Food (7 issues), published by Tesco company, and Specialty Food (15 issues + 1 double issue to be published in November/December 2013), published by the Specialty Food Association. The estimated number of the analyzed advertisements is around 860. The objective is to discover whether complexly structured noun phrases that function as independent clauses outnumber those noun phrases that have the same structural pattern but function as a syntactically dependent component. The further question is which relations these syntactically related noun phrases enter – whether they have a tendency to be parts of higher units, which means they become subordinate to other phrases and their location thus occupies a post-modifying position of other, less complex noun phrases; or whether they have a tendency to act as main phrases that are not parts of other phrases and thus function as direct clause elements. Additionally, the paper is interested whether the noun phrases in question violate the traditional word order.

### **References**

- Biber, D. et al. 1999. *Longman Grammar of Spoken and Written English*. London: Longman.
- Cook, G. 1992. *The Discourse of Advertising*. London: Routledge.
- Fuertes-Olivera, P. A. et al. 2001. “Persuasion and advertising English: Metadiscourse in slogans and headlines”. *Journal of Pragmatics*, 33, 1291-1307.
- Hermerén, L. 1999. *English for Sale. A Study of the Language of Advertising*. Lund: Lund University Press.
- Lakoff, R. T. 1982. “Persuasive discourse and ordinary conversation, with examples from advertising”. In: Tannen, D. (ed.), *Analyzing Discourse: Text and Talk*, 25-42.
- Leech, G. N. 1966. *English in Advertising: A Linguistic Study of Advertising in Great Britain*. London: Longman.
- Leech, G. N., Deuchar, M. & Hoogenraad, R. 2006. *English Grammar for Today. A New Introduction* (2nd ed.). New York: Palgrave Macmillan.
- Myers, G. 1994. *Words in Ads*. London: Edward Arnold.
- Rush, S. 1998. “The noun phrase in advertising English”. *Journal of Pragmatics*, 29, 155-171.



## **Panel 5**

### **Music and Discourse**

#### **Convenor:**

Lyndon **Way** (Izmir University of Economics)

#### **Panel abstract**

Music, and popular music in particular, is almost omnipresent worldwide. It is in advertising, computer games and film. Many television and radio programmes are devoted to it. It is bought, sold and traded in the form of CDs, MP3 downloads and music videos and heard and played in pubs, bars, protests and political rallies. Its social and political relevance is one of continuing academic debate, positions ranging from the benign (Adorno 1941) to explicit political importance (Street 1988). Despite its prevalence and surrounding controversy, research on music and music videos has been sparse since the 1980s (Railton and Watson 2010). This panel is an attempt to redress this imbalance.

In the spirit of the CADAAD 2014 conference, this panel examines the broad area of music and discourse from a variety of critical-analytical perspective. Papers explore discourses in music in the areas of

- popular music
- music in advertisement
- music and identity
- music and authenticity
- music and oppression
- music and subversion.

Each presentation will be 20 minutes. A common theme for each presentation is examining music from a critical perspective. It is hoped this will lead to critical discussions around the the area of music and discourse.

#### **References**

Adorno, Th. 1941. "On Popular Music". *Studies in Philosophy and Social Science*, 9, 17-48.

Railton, D. & Watson, P. 2011. *Music Video and the Politics of Representation*. Edinburgh: Edinburgh University Press.

Street, J. 1988. *Rebel Rock: The Politics of Popular Music*. Oxford: Basil Blackwood.

## **Paper abstracts**

### **Music, the media and ideology: Approach by the Conceptual Blending Theory**

Mihailo **Antovic** (University of Nis, Serbia)

mantovic@gmail.com

(Ab)use of music for ideological purposes has been well documented in the literature (Hillman 2005; Carroll 2012). I propose to use the tools and methodology of the Conceptual Blending Theory (Fauconnier & Turner 2002) to analyze some instances of the application of familiar music in unexpected contexts, resulting in ideological effects: (1) 'The Anvil of Crom' from Basil Poledouris' *Conan the Barbarian* (1982) is used by the Serbian Democratic Party in their 2008 pre-election campaign and satirized by its opponent Serbian Progressive Party in the campaign of 2012; (2) 'The Imperial March' from John Williams' *Empire Strikes Back* (1981), as edited by an anonymous youtube author in connection with the Nazi rallies of the 1930s, and also in a propaganda video on Serbian national television to denounce the 1999 NATO air-raids; (3) *El Condor Pasa* as used in the 1970s TV commercial for Yugoslav Airlines, and later satirized by a group of Serbian comedians, again during NATO bombardment in 1999 a few weeks after Yugoslav Army had shot down an American F-117 *stealth* bomber.

I propose that a new, ideologically driven interpretation emerges in examples of this kind as a consequence of two-tier conceptual blending. The musical themes first become integrated with the original (visual) context in listeners' long-term memory, creating stable conceptual blends, with predictable connotations (invincible Conan, frightening Darth Vader, soaring condor). In the deliberately changed context, these emergent blends become inputs in a new integration process, where the authors consciously play with their listeners' expectations (Huron 2006): either by enhancing them, creating what blending theorists call *the vital relation of analogy* (the presidential candidate as invincible as Conan; Hitler as frightening as Darth Vader; airplanes soaring like condors), or by disappointing them, creating the so-called *vital relation of disanalogy* (the Conan-candidate is actually defeated; the Vader-like adversary is scorned and defied; the condor-like aircraft is downed).

I thus suggest that the triangle of discourse analysis, cognitive linguistics and cognitive musicology may be instrumental in explaining some important questions related to the ideological potentials of music.

## **References**

- Carroll, M. 2012. *Music and Ideology*. Ashgate Publishing.  
Fauconnier, G. & Turner, M. 2002. *The Way We Think*. Basic Books.  
Hillman, R. 2005. *Unsettling Scores: German Film, Music, and Ideology*. Indiana University Press.  
Huron, D. B. 2006. *Sweet Anticipation: Music and the Psychology of Expectation*. The MIT Press.

## **Traditional discourse and discourses of tradition in Mayan hip hop music**

Rusty **Barrett** (University of Kentucky)

erbarrett@uky.edu

This paper uses Critical Discourse Analysis to examine hip hop music performed in Mayan languages. The emergence of Mayan hip hop is part of the Maya Movement, a linguistic and cultural revitalization movement that emphasizes indigenous rights and the preservation of Mayan languages and culture in Guatemala. The Maya Movement has emphasized the use of Mayan languages in new social domains as a way of challenging colonial discourses that view Mayan languages as primitive and irrelevant to modern society. The paper focuses on the music of Tz'utu Baktun Kan, who raps in Tz'utujil Maya and performs in a musical style that draws heavily on global forms of hip hop. The lyrics of his music use discourse structures found in Mayan prayers and rituals (see Tedlock 1986). These structures include forms of morphological and syntactic parallelism and the use of diphrastric kennings. This uniquely indigenous discourse emerges from the fact that the lyrics to Tz'utu's music are composed in collaboration with traditional Mayan shamans, who perform a ritual asking the Mayan ancestors to send hip hop lyrics, which Tz'utu then puts to music. The belief that the lyrics are written by ancestors is reinforced by the highly traditional discourse structure found in the lyrics. Tz'utu's music reflects the discourse of the Maya movement in promoting awareness and respect for cultural traditions, such as understanding the Mayan calendar or being familiar with works of Mayan literature. The songs are taught to children in a hip hop music program that emphasizes the promotion of indigenous cultures. The discourse of the lyrics is mirrored by the music itself, which combines Mayan musical structures and instruments with hip hop rhythms. This interplay between musical and discourse structures makes the music accessible within youth culture while promoting indigenous political resistance.

### **Reference**

Tedlock, D. 1983. *The Spoken Word and the Work of Interpretation*. Philadelphia: University of Pennsylvania Press.

## **How advertisers use sound and music to communicate specific ideas, attitudes and identities: a multimodal critical discourse approach**

David **Machin** (Örebro University)

david.machin@ru.se

Through the developing research into advertising in multimodal analysis and given the large amount of attention advertising has been given in semiotics and cultural studies we now have a greater understanding of the way that they communicate visually, how visual elements can be used to load certain ideas, attitude and identities onto products – how a car can be associated with ‘freedom’ or a beer with ‘friendship’. And multimodality has contributed no small part to showing the value of more careful and detailed observation and documentation. In this paper drawing on the same principles of social semiotics, we turn our attention to the use of sound and music in advertisements. Work in this field has tended to produce analysis that describes the ‘effects’ of the sound in music rather, for example, ‘it creates a romantic mood’, rather than documenting the precise semiotic choices used. In this paper I analyse a 2012 Peugeot car advert. This is one of a newer generation of car advert which appears to be shifting away from images of cars darting across countryside or through empty European streets to more abstract, and perhaps even more deeply symbolic, representations. As well as considering briefly the visuals and dialogue the paper looks at the kinds of ideas, attitudes and values communicated at different levels in sound and music, identifying the semiotic inventory of sound and musical meaning potentials. The paper argues that sound and music should be more fully researched not so much in terms of aesthetics but as semiotic tools for communication and in terms of how they can be harnessed for the promotion of specific ideologies. In this advertisement sound is one way that space, sensuality, creativity freedom to think, spirituality, become concepts and qualities interwoven with and realised through consumer activities.

## **Singing our difference: The multimodal performance of UK alterity and Otherness in Scottish traditional music**

Simon **McKerrell** (Newcastle University)

simon.mckerrell@ncl.ac.uk

In this paper I will argue that the socio-political positioning of Scottishness as an alterior Other to Englishness, within the United Kingdom, has been one of the fundamentally creative multimodal tropes in the Scottish traditional song. This has involved not only the creative agency that emerges from the opposition to Scotland-as-low-Other, but also a rich-seam of countercultural, small-scale musical performances of cultural Otherness to the quotidian dominance of the English-British Self in the mass media. This has of course involved the rejection of British identity by pro-Scottish voices, but more subtly, has sustained and enlarged the discourse of egalitarianism which has become fundamental to Scottish identity since the Act of Union in 1707. Using examples drawn from recordings of folk and traditional songs, I will outline how these analytical themes have been constructed in the performance of text, rhythm, voicing, dynamics, texture, timbre, contour and motivic formulae. As well as offering this multimodal analysis of Scottishness in song, I will outline some further methodological resources for the multimodal analysis of musical sound drawing on ideas from ethnomusicology, sociology of music and social semiotics.

## **“Reznor is a modern day Mozart and wants you as a slave”: The discursive construction of a musician's identity in album reviews**

Marlene Miglbauer (University of Applied Sciences, Vienna)

marlene.miglbauer@fhwn.ac.at

Applying the notion of identities being a process which “takes place in concrete and specific interactional occasions” (de Fina et al. 2006:2), various such processes can be found in the context of music. Taking music journalism into consideration, music journalists construct musicians’ identities in many ways when conducting and writing about interviews, and interpreting their music. Research has brought forward analyses of representations of musicians, particularly women musicians, in music journalism (e.g. Feigenbaum 2005, Johnson-Grau 2002, McLeod 2001). Even though album reviews comprise part of the studies’ data set, research solely on album reviews and the construction of a musician’s identity via their lyrics and music seems scarce, especially in linguistics.

This paper draws upon 50 album reviews published online in magazines and newspapers of “Hesitation marks”, which was released in September 2013 by Nine Inch Nails. Nine Inch Nails is a ‘one-man band’ by Trent Reznor, who has been making music under this moniker for 25 years. Album reviews consist of three components (Evans 1998): (1) lyrical and musical analysis; (2) inter-artist comparison; and (3) artist background. All these components are linguistic resources for identity construction. By applying CDA tools (Fairclough 1995), such as the analysis of pronouns, vocabulary and metaphors, the analysis explores how Trent Reznor is referred to and discursively constructed via the interpretation of the lyrics and songs in these album reviews. The findings support CDA’s claim of identities being “imposed upon individuals [...] through dominant discourse practices and ideologies” (de Fina et al. 2006:5). The more so as the interrelationship between lyrics and broader societal discourses (in this case, age, progress, religion, combat, rock ‘n’ roll) constitute the construction of Trent Reznor’s identity as a musician but, interestingly, also as a private person. Instead of interpreting music based on sounds, these discourses, too, shape the music critics’ interpretation of the lyrics.

## **References**

- De Fina, A., Schifffrin, D. & Bamberg, M. (Eds.). 2006. *Discourse and Identity*. New York: Cambridge University Press.
- Evans, M. 1998. ““Quality Criticism”: Music reviewing in Australian rock magazines”. *Perfect Beat*, 3(4), 38-50.
- Fairclough, N. 1995. *Critical Discourse Analysis*. London: Longman.
- Feigenbaum, A. 2005. ““Some guy designed this room I’m standing in”: marking gender in press coverage of Ani DiFranco”. *Popular Music*, 24(1), 37-56.
- Johnson-Grau, B. 2002. “Sweet nothings. “Presentation of women musicians in pop journalism””. In: S. Jones (ed.), *Pop Music and the Press*. Philadelphia: Temple University Press, 202-218.
- McLeod, K. 2001. “One and a Half Stars: A Critique of Rock Criticism in North America”. *Popular Music*, 20(1), 47-60.

## **Sonic logos and signature tunes**

Theo **van Leeuwen** (University of Southern Denmark)  
leeuwen@sdu.dk

Sonic logos and signature tunes have long been a vehicle for the musical expression of the identity of television and radio stations and programs and film production companies, and many brands have developed sonic logos for use in their advertisements or to accompany their logo on websites.

This paper will examine the repertoire of musical identity signifiers used in signature tunes and sonic logos, and compare them with the visual identities of the same organizations, companies, programs and brands, so as to explore the differences and similarities between the visual and the musical expression of identity.

## **Populism, popular, pop and authenticity: the limits and potential of popular music's articulation of subversive politics**

Lyndon Way (Izmir University of Economics)

lyndoncsway@hotmail.com

The Turkish Revolution in 1920's was about more than governmental regulations. Besides marginal social changes, this new attempt at governing included many cultural issues. As a newborn country, the Turkish Republic had two pillars carrying the revolution; one was the creation of a national identity, the other was westernization. The musical side of this cultural change led to the conception of a new 'idealized' Turkish music.

In the classical music scene, a group of young European-trained composers, called the Turkish Five (named after the Russian Five) tried to combine Western classical music and Anatolian folk music traditions into their own works. This music was presented as the highest point of the culture which everyone should get, in line with the jacobin attitude practiced in many other eras. However, it was not highly acclaimed and did not last too long.

Decades after the failure of these government-based attempts, the sixties saw a new self-occurring combination of Anatolian culture and Western popular music. This combination led to the emergence of another defining genre called Anatolian Pop (*Anadolu Pop*). This new stream was a new chance for Turkish youth who wanted to be more associated with global popular culture. Shortly thereafter, many bands and solo artists emerged with numerous examples of this sound.

In a discursive manner, while the first attempt presented everything with a jacobin perspective with the support of the entire media, in the second attempt which came forty years later, the now westernized Turkish youth adopted this new hybrid music with their freewill. Interrupted by the military coup in 1980, Anatolian Pop was resuscitated in the 90's, yet this time with a different context and a new kind of follower.

This paper aims to analyze the vision, perception and success of Anatolian Pop, compared and contrasted with the basic values of the Turkish Revolution. Musical elements from Anatolian pop artists (i.e. *Moğollar*, *Cem Karaca*) and Turkish classical composers will be analysed alongside political addresses, official publications on culture, interviews, magazine journals and other printed sources from both the early times of the Republic and the 1960's. These will be used to contrast these two attempts at political intervention in culture during two different decades. In addition to that, the role of the government on cultural changes and its chance of being accepted by the masses will also be examined. Since the subject is closely related with the power in its primary sense, the Foucauldian way of discourse analysis will mainly be utilized.



## **“If you’ve got nothing to say – sing it!” On the interplay of music, voice and language in the advertising jingle**

Johnny Wingstedt (Dalarna University)

jwi@du.se

Since the early days of radio, music has been used to sell goods and establish brand identities (Taylor 2012). From this, the practice of the advertising jingle has developed. Van Leeuwen (2005:106) states that “discourses consist of a version of social practice plus ideas about it and attitudes to it”. This presentation discusses and exemplifies how ideas and attitudes are expressed by combining music, voice and language in the advertising jingle. In examining discursive aspects of the jingle, different (or additional) factors must be taken into consideration compared with just looking at the spoken word. In combining words and music, each mode individually bears meaning but meaning also emerges from the interweaving of the modes involved (Wingstedt 2008, 2010).

On a structural level, music will contribute means for time-based constructions different from what is usually found in ‘speech alone’. First, it makes possible repetition of chosen expressions such as product name, slogans or connotative keywords. Furthermore, musical meter, period, rhythm and phrasing provide frameworks for selected language components to achieve salience. An important feature for building brand identity is also how music can be made highly recognizable, often by means of melody.

Interpersonally, pitch level or direction regulates aspects of engagement, attitude and energy, and connect directly to verbal content, making music perform what van Leeuwen (2005) calls “sound acts”. Metrical regularities or irregularities create or break expectations, which involves and activates the listener. Advantage is also taken of music’s strong ability to express emotions and moods.

Instrumentation, how music “dress up” (or down), and also musical genres, come with cultural or subcultural associations to attitudes, values and ideologies. Central to the sound of the jingle is the projection of the human voice, which carries both verbal, musical and other sound-specific qualities, as described by van Leeuwen (1999) and Machin (2010). All this, together with musical expression styles and production techniques, are used as means for establishing the “image” of a brand, based on how music can convey discourses on social status or authenticity. In the presentation, recordings will be analysed and compared to illustrate how social practices, ideas and attitude come together in music, voice and language.

### **References**

- Machin, D. 2010. *Analysing Popular Music: Image, Sound, Text*. London: Sage.
- Taylor, T. D. 2012. *The Sounds of Capitalism: Advertising, Music, and the Conquest of Culture*. Chicago: University of Chicago Press.
- Van Leeuwen, T. 1999. *Speech, Music, Sound*. London: Macmillan press.
- Van Leeuwen, T. 2005. *Introducing Social Semiotics*. Oxon: Routledge.
- Wingstedt, J. 2008. *Making Music Mean: On Functions of, and Knowledge about, Narrative Music in Multimedia* (Doctoral dissertation). Luleå University of Technology, Dept. of music and media. (Available at <http://epubl.ltu.se/1402-1544/2008/43/>)
- Wingstedt, J., Brändström, S. & Berg, J. 2010. “Narrative Music, Visuals and Meaning in Film”. *Visual Communication*, 9(2), 193-210.

## **Panel 6**

### **The Language of Crisis: The Role of Conceptual Metaphors, Metonymies, and Frames**

#### **Convenors:**

Wei-lun **Lu** (Masaryk University, the Czech Republic)  
Judit **Pethő-Szirmai** (Eötvös Loránd University, Hungary)

#### **Discussants:**

Christopher **Hart** (Lancaster University, United Kingdom)  
Andreas **Musolff** (University of East Anglia, United Kingdom)

#### **Panel abstract**

This panel aims to explore the language of crisis with the help of the tools of *cognitive linguistics*. In times of crisis probably more than ever, we need language to come to grips with our experience, whether collective or personal. A crisis is always a disturbing and intense experience demanding a prompt reaction and interpretation. In crisis-related discourse, we can often identify a search (conscious or intuitive) for the appropriate framing of the events until certain cognitive devices and their linguistic manifestations are selected, and the individual or the linguistic community affected by the crisis settles on them. Crises have several aspects: they begin, develop, and come to a head; they are managed and resolved. Metaphors and metonymies can help the participants of the crisis situation to find a solution to the crisis, thus language and the underlying cognitive mechanisms may serve as facilitators in problem-solving. The attenuation and resolution of these situations often requires challenging previous, conventionalized metaphors, metonymies, and frames, and progress depends on our ability to accept the new ones.

In light of the above, this panel would like to investigate discourse used in any kind of crisis situation (personal, psychological, emotional, religious, economic, political, international, and so on). We are interested in the cognitive analysis of the tools used to structure previously unstructured experience: crisis itself. We will explore conceptual metaphors and metonymies on the basis of authentic data of all kinds that are relevant from the perspective of handling crises.

## **Paper abstracts**

### **The ‘transformative’ power of metaphor: assessing its (unexplored) potential at the crossroads between static and dynamic instances**

Federica **Ferrari** (University of Bologna)  
federica.ferrari10@unibo.it

Given the centrality of bodily experience to the notion of conceptual metaphor in cognitive theory (Johnson & Lakoff 1980, Lakoff 1993, Gibbs 2006) and the relationship between metaphor and emotion (Kövecses 2000), this paper investigates the ‘transformative power’ of metaphor in strategic communication settings starting from the biunivocal relation between language and thought.

This biunivocal relation implies on the one hand that 1) the development of thought needs the articulation of language, and on the other it maintains that 2) language gets articulated and organizes itself by means of thought. Therefore, cf. 2) language is not only evidence of thought, but it also cf. 1) creates thought. Given this biunivocal relation, where language is thought-based (cf. 2), thought is language-driven (cf. 1) and the two instances are interdependent though only the first is observable, it is possible to work on language not only to observe how thought works, but also to work on thoughts, to produce change for strategic purposes.

Strategic are those communication settings where the persuasive intent is declared within the purpose of the discourse and a relation between discourse and action (to produce change in opinions, attitudes, and behaviour) is particularly evident as a desired need – cf. political communication but also strategic communication domains aimed at offering aid to the person/client/patient (Psychotherapy, Counselling, Social Services, etc.).

Focussing on these ‘talking cure’ practices, and given the centrality of metaphor in the (re)structuring of experience (Burns 2005, Loue 2008, Roffman 2008), its power as a ‘transformative’ tool is investigated starting from its language/thought and embodiment theoretical foundations to implement its application potential. More specifically, static and dynamic instances may interact productively to foster personal development/change for the sake of improving personal wellbeing, awareness, integration. An experimental integrated model is presented, adapting textual identification procedures (Steen 1999, 2010, Ferrari 2007, Praggeljaz 2007) to further develop metaphor transformation guidelines. More specifically, a psycho-test is presented to evaluate the power of metaphor in counselling sessions in a diachronic perspective.

## **References**

- Austin, J. 1962. *How to Do Things with Words*. Cambridge: Harvard University Press.
- Burns, G. W. 2005. *101 Stories for Kids and Teens. Using Metaphor in Therapy*. Hoboken NJ: Wiley.
- Gibbs, R. W. 2006. “Metaphor Interpretation as Embodied Simulation”. *Mind and Language*, 21(3), 434-458.
- Ferrari, F. 2007. “Metaphor at Work in the Analysis of Political Discourse. Investigating a ‘preventive war’ persuasion strategy”. *Discourse & Society*. 18(5), 603-625.
- Kövecses, Z. 2000. *Metaphor and Emotion: Language, Culture, and Body in Human Feeling*. Cambridge: Cambridge University Press.
- Lakoff, G. & M. Johnson. 2003 [1980]. *Metaphors We Live By*. The University of Chicago Press.
- Lakoff, G. 1993. “The contemporary theory of metaphor”. In: Ortony, A. (ed.), *Metaphor and Thought* (2nd ed.). Cambridge: Cambridge University Press.
- Lakoff, G. 2009. *The Political Mind*. New York: Penguin Books.
- Loue, S. 2008. *The Transformative Power of Metaphor in Therapy*. Springer Publishing Company.
- Praggeljaz Group. 2007. MIP: “A Method for Identifying Metaphorically Used Words in Discourse”. *Metaphor and Symbol*, 22(1), 1-39.
- Rhodes, J. E. & S. Jakes 2004. “The contribution of metaphor and metonymy to delusions”. *Psychology and Psychotherapy*, 77(1), 1-17.
- Roffman, A. E. 2008. “Men are Grass. Bateson, Erikson, Utilization and Metaphor”. *American Journal of Clinical Hypnosis*. 50(3), 247-257.
- Steen, G. 1999. “From linguistic to conceptual metaphor in five steps”. In: R. W. Gibbs & G. Steen (eds.), *Metaphor in Cognitive Linguistics*. Amsterdam: John Benjamins, 55-77.
- Steen, G. et al. 2010. *A Method for Linguistic Metaphor Identification*. Amsterdam: John Benjamins.

## **Alternative Framing as a Source of Persuasiveness: JOURNEY in Presidential Rhetoric**

Wei-lun **Lu** (Masaryk University)

weilunlu@gmail.com

The present study investigates how a combination of metaphor and framing are used as an important crisis management strategy in presidential rhetoric. We investigate the rhetoric of a former Taiwanese president, Lee Teng-hui, during a serious political crisis, where his country had been expelled from the United Nations, experienced a steep decline in diplomatic relations and was during that period recognized by only around 25 countries internationally.

An investigation of Lee's National Day and New Year Addresses identifies JOURNEY as one of the most prominent source concepts in his rhetoric. Three conceptual generalizations can be made from our corpus. Firstly, Lee's JOURNEY metaphor construes the development of the country thus far as a difficulty journey, where the country wobbles, stumbles, falls, stands up again and finally stands firm. On the other hand, the country's prospect is construed as a smooth journey, where the country will stride and march with her international partners. In addition, the journey during the time of the crisis has been traversed on a modest vehicle on a bumpy road, whereas the journey towards the future is smooth and is traversed with increasing speed on a wide path. Thirdly, the procession of the journey is always forward and towards a goal predetermined by the former presidents, with the time of turbulence always left behind. The forward procession of the journey provides an outlook full of light, promise and hope.

A further analysis shows how framing works with metaphor as a powerful persuasive device in the presidential rhetoric of political crisis. Specifically, the president frames the identical conceptual domain in drastically different ways by highlighting different parts of it with distinctive sets of lexical prompts, so that two opposite construals based on the same conceptual structure are created. Secondly, the moment of the speech event is always framed as the transition point between the two opposite construals, with the already traversed journey always the negative and the anticipated journey the positive. On top of that, the opposite construals created by the alternative framings are juxtaposed to create the intended rhetorical effect that may help the president weather the political storm.

**Crisis marketing: Mechanistic and biological visions of the stock market crash of 2008 in digital media**  
Michael O'Mara (Universidad Católica de Valencia)  
Michael.Omara@ucv.es

While not everyone may read the financial section of their daily newspapers, finance news, such as about stock market crashes often make headlines on the front page. One such event, "Black Week", or the Stock Market Crash of 2008 at the New York Stock Exchange from October 1<sup>st</sup> to October 6<sup>th</sup>, 2008, had lasting negative consequences both domestically and abroad and foreshadowed the present world economic crisis. In this event, the New York Stock Exchange lost 1,874 points, or 18.1% of its value and Standard and Poor's 500 Index fell by more than 20%, reductions comparable only to the stock market crash of 1929.

This widely covered event in the media was chosen as a natural laboratory to explore if the editorial position of a news source informs upon its use of metaphor, or conversely, that metaphor in the reporting on the stock market crash of 2008 reflects the general editorial position, or slant, of a given news source in predictable ways.

Based on Conceptual Metaphor Theory which highlighted the persuasive potential of metaphor through entailments, the object of this research is to explore how metaphorical ontology might promote editorial positioning in metaphor in stock market news and other crisis related news. No research has been conducted, to our knowledge, based on analysis of significant economic events that shed light on the presence of metaphors that pre-package knowledge of the stock market, communicating editorial positioning in how the essence of the stock market is constructed and communicated to the general public for persuasive purposes in predictable ways.

Therefore, this research attempts to identify predictable patterns based on the general editorial position of representative news sources in how they used metaphor to describe the stock market crash of 2008. This study provides practical data for researchers interested in how the stock market crash and ensuing financial crisis of 2008 was potentially developed and marketed by the media in predictable patterns according to the editorial positioning of a given news source. This research explores the ways embedded "solutions" to the "problem" of a financial crisis are promoted through metaphor and in accordance with their editorial priorities using mechanistic and biological metaphors.

## Commercials, Multimodal Metaphors and Consumerist Ideology

Fabio I. M. Poppi (University of East Anglia)

F.Poppi@uea.ac.uk

The starting point of this paper is the notion of *discourse metaphor*, which can be described as a relatively stable metaphorical mapping that works as a key framing tool within a particular discourse over a certain period of time and in relation to different sociocultural contexts (Zinken, Hellsten and Nerlich, 2007; Cameron, 2009). As has been shown, discourse metaphors are not only functional to describe how discourses change and evolve through time, but also to understand which ideological implications lay behind them (Musolff, 2006; Musolff and Zinken, 2009). The understanding that discourse metaphors tend to remodel themselves during periods of emotional turmoil or in years of scientific, political and economic uncertainty (Underhill, 2011), moved me to describe how consumerist ideology has been framed in the pre-Great Recession period (2004-2006) and in the subsequent years of crisis (2010-2012). To identify such conceptual and ideological shifting, two groups of TV car commercials belonging to those periods of time have been analyzed. The analysis aims to understand how a group of subjects process multimodal metaphors in TV commercials, focusing in particular on the choice of source domains that constitute the conceptual mappings in relation to central targets domains such as:

THE CAR,  
THE BUYER OR THE CAR OWNER,  
THE ACT OF BUYING,  
THE REASON FOR BUYING/OWNING and  
THE FEELING/EMOTION AFTER BUYING/OWNING THE CAR.

In order to describe the conceptual relation between source and target I have used an adapted version of the “Think Aloud” procedure recently proposed by Šorm and Steen (2013). Our hypothesis consists in the describing how the consumerist ideology quickly adapts their contents and the conceptual metaphorical structure in relation to external conditions (such as the austerity and reduction of consumption relative to the economic crisis), which in different ways represent a contradiction to the typical values and attitude that consumerist ideology itself implies.

## References

- Cameron, L., Maslen, R., Todd, Z., Maule, J., Stratton, P. & Stanley, N. 2009. “The discourse dynamics approach to metaphor and metaphor-led discourse analysis”. *Metaphor and Symbol*, 24(2), 63-89.
- Musolff, A. 2008. “The Embodiment of Europe: How Do Metaphors Evolve?”. In: R.M. Frank, R. Dirven, T. Ziemke & E. Bernárdez (eds.), *Body, Language and Mind. Volume 2: Sociocultural Situatedness*. Berlin and New York: Mouton De Gruyter, 301–326.
- Musolff, A. & Zinken, J. (eds.). 2009. *Metaphor and Discourse*. Basingstoke and New York, NY: Palgrave Macmillan.
- Šorm, Ester & Gerard J. Steen. 2013. “Processing visual metaphor: A study in thinking out loud”. *Metaphor and the Social World*, 3(1), 1-34.
- Underhill, J. W. 2011. *Creating Worldviews: Metaphor, Ideology and Language*. Edinburgh University Press.
- Zinken, J., Hellsten, I. & Nerlich, B. 2008. “Discourse metaphors”. In: R. M. Frank, R. Dirven, T. Ziemke & E. Bernárdez (eds.), *Body, Language and Mind. Volume 2: Sociocultural Situatedness*. Berlin and New York: Mouton De Gruyter, 363–385.

## **Turning the heart into a neighbour: (Re)framing Kosovo in Serbian political discourse**

Katarina Rasulic (University of Belgrade)

ekv@eunet.rs

This paper presents a cognitive linguistic analysis of Serbian political discourse on Kosovo in the wake of the EU-mediated talks between Serbia's and Kosovo's political leaders in the period from October 2012 to September 2013. Kosovo has long been one of the central and most sensitive political issues in Serbia, and Serbian Kosovo-related political discourse has long been shaped by "national identity preserving" metaphors (Kuzmanović Jovanović 2011) such as *Kosovo is the heart of Serbia*, *Kosovo is the cradle of the Serbian nation* etc. In the period covered by the present analysis, there have been significant changes in Serbian Kosovo policy. After many years of inter-ethnic conflict and a fundamental dispute on Kosovo's status after its declaration of independence from Serbia in 2008, the two sides reached a landmark agreement on normalizing relations in April 2013, with the high-level political dialogue continuing towards the implementation of that agreement. The new Serbian political reality is still in search of appropriate discursive construction and representation, since the Serbian government does not recognize the independence of Kosovo and at the same time it is committed to "establishing good neighbourly relations" with Kosovo.

Based on a corpus of speeches/statements on Kosovo given by key political figures in Serbia in the period October 2012 – September 2013, the present analysis shows that the current Serbian political discourse is characterized by two conflicting frames: the well-established metaphorical frame "Kosovo as the heart of Serbia" vs. the gradually emerging but still only implicit neutral frame "Kosovo as a neighbouring country of Serbia". The "national identity preserving" metaphors tend to be marginalized, but are still perpetuated in politically opportune moments, while no alternative metaphors are offered. The predominant way of referring to the participants in the process is by means of the names of the two capital cities (*Belgrade* and *Priština*) as metonymic vehicles for different target concepts (CAPITAL FOR COUNTRY/GOVERNMENT/PRIME MINISTER etc.). The conceptual impact of such metonymic construal is discussed with respect to target concept blurring and agency backgrounding, and with respect to the role that it may play in the transition from the conceptually laden discursive construction of Kosovo as a (vital) part of Serbia to a new view that could come to terms with a new political reality.



**db** JOHN BENJAMINS  
PUBLISHING COMPANY

**eQuinox**

**OXFORD**  
UNIVERSITY PRESS

**Routledge**  
Taylor & Francis Group

**PETER LANG**  
INTERNATIONAL ACADEMIC PUBLISHERS

**MAXQDA**  
The Art of Data Analysis

**CAMBRIDGE**  
**SCHOLARS**  
PUBLISHING

BLOOMSBURY  
ACADEMIC AND PROFESSIONAL  
**THE BOOKSELLER**  
INDUSTRY AWARDS  
WINNER 2014  
ACADEMIC, EDUCATIONAL & PROFESSIONAL  
PUBLISHER OF THE YEAR 2014 AND 2013

**EDINBURGH**  
University Press